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Vol. 124. No. 4

NEW YORK, WEDNESDAY, OCTOBER 7, 1936

64 PAGES

Headliners, Et al., A Tough Racket RADIO STATIONS

The demise of vaudeville, the growth of anti-everything societies and reformers, coupled with the indifference of a blase public, have all conspired to end the once lucrative business of booking notorious and newspaper-famed characters for stage appearances. Sam Burger, erst-while king of this stepchild end of ghow bir, admits the foreoing is the stage appearances. Sam Burger, erst-while king of this stepchild end of ghow bir, admits the foreoing is the end of the stage appearances. Sam Burger, erst-while king of this stepchild end of the stage of the stage

hardly be enough to get a rise these days.

Blue noses, purily leagues and local constabulary have added the finishing touches. Censors, officials and the clergy have thumbed down any venture that smacks of sex, crime or does, widows made so by G-men, eriminal juries, parents of wayward children, et al., are too often nixed to make the biz profitable. Dames (Continued on make §9) (Continued on page 59)

To the N.Y. Times It's Just a News Story, No Air Race & Round Globe

That three-way news reporter race around the world may be that to the N.Y. World-Telegram and the N.Y. Journal, but, the N.Y. Times, the third paper represented, doesn't think it's a race. The Times, in fact, is trying hard to make believe the other papers aren't involved. Story back of which is a polite though nonetheless definite peev.

Leto Kieran, Times reporter, daman up the whole thing. That continue the proper is a year ago and it took the paper to a year ago and it took the paper to the story of the paper to the story of the paper to the story of the paper to the paper and the North American Newspaper Alliance, was called in and set to syndicate the thing, a story written announcing it and sent out to NANA papers for release on Sept. 24, trip (Continued on page 62).

Academic OK for Sound?

Greenville, S. C., Oct. 6.

The English department at The Citadel, Military College of S. C., has recordings made of English spoken by its studes before and after taking course.

Idea is to delve-

to determine whether atmosphere has any effect on lingo of the harleston

Male Lure

Taking a lead from Minsky's, in reverse, Delos Chappel, producer of Daughters of Atreus, and the company specially fitted with costumes that will emphasize the male physique. Chappell's idea is to use bared shoulders and upper arms for the boys that have muscles to show. Muscular legs call for abbreviated leg trappings. Hefty chests mean less adornment on that section. Those in the scrawny class will get padded effects.

There are 30 males in the

BUYS ON FOR 8[®] **BWAY LEGITS**

Ticket brokers have made buys for eight Broadway legit attractions so far, but not all the shows concerned are new. When 'Victoria Regina' and 'Idiot's Delight' resumed, after summer lay-offs, the agency deals were renewed with both. Same applies to the 'Follies,' although in revised form. There has been a buy on 'On Your Toes' since early in its run.

Of the new shows with buys, 'Re-flected Glory' is the livest. Brokers also made a deal for 'Night Must Fall,' which turned in a fairly strong first week. 'Love From a Stranger,' its opposed thriller from London, was given a six week buy by the agencies, despite the fact that it drew weak press

a weak press.

D'Oyly Carte Gilbert and Sullivan troupe from London is also on a buy basis for the revivals. Attraction has been drawing so strongly that the brokers changed their minds after waiting until the troupe opened.

Testing Road Prospects Of Play in New York

Maurice Barber, who produced Love on the Dole, last season, is giving the play a three-week test in subway circuit around New York. If it seems to have any kind of pull, he'll send it out on the road, concentrating especially in Canada.

Barber has started negotiations with Mary Ellis for the lead in The Cigar Smoker, play by the late Marie Jenney Howe and Rose Young. Piece has to do with George Sande, and Miss Ellis would handle that role if deal goes through.

Three Major News Services \$3,000.000 From Radio in '36-Survey Shows 125% Dollar Volume Increase in Year-At Least One News Sponsor on Every Station

WOR'S \$385,000

Furnishing news for broadcasting purposes has become million dollar business. It is estimated that the three major news services catering to radio will jointly do better than \$3,000,000 for 1993. As for the sale of news to commercials and the time involved in broadcasting such programs, indications are that the revenue derived from such sources by radio stations this year will exceed \$15,000,000.

Survey made recently by a major ad agency disclosed that the dollar volume on news programs bought by local and national commercials during local and national commercials during local and national commercials during

volume on news programs bought by local and national commercials during the first eight months of this year was almost 125% over what it had been for the parallel period of 1935. The program of the parallel period of 1935, the program of the parallel period of 1935. The program of the parallel period of 1935, the program of the progra 130 stations.

130 stations.

Findings by the agency showed that while oil companies topped the list of newscast bankrollers, the most consistent local buyers of that product were department stores. Survey revealed that the use of three quarticular of the continued on page 62)

SAX ON WAY OUT-DAVIS

Meyer Davis, dance band impre-sario, opines that the sax is fast giv-ing way to brass as the No. 1 instru-ment in the field of dansapation. The vogue for emphasizing rhythm has, in Davis' opinion, turned the tables on the saxophone

in Davis' opinion, turned the tables on the saxophone. In most cases, finds Davis, the sax's reed is not quick enough to provide the instantaneous response necessary for giving firt' to a rhythm. Because of this haudicap, it is hard to get a reed section to execute at all times a similar degree of 'litf,' with the result that there is a sort of logy undercurrent which robs the orchestral performance of the important element of precision. This saxophone fault, he contends, places an additional burden on other Instruments, particularly the brass.

Davis describes the Innovation of swing as a relief rather than a cure for the ailing interest in dance music.

Booking Notorious Gals, or News \$15,000,000 TO One Firm's Record Biz Jumps 300%; Post-Prohibish 'Dirty' Disc Demand

King's Choice on Pix

London, Oct. 6.
King Edward is maintaining the family tradition as a motion picture enthusiast and, during his holiday stay at Balmoral, Scolland, has commanded special vlewings of recent pictures in the theater which has been put up-inside the rowal residence.

has been put up inside the royal residence. Mr. Deeds Goes to Towa. (Col.), 'As You Like It'. (20th-Fox), 'My Man Godfrey' (II) and 'Our Relations' (MCM) are among the pictures shipped to Balmoral for His Majesty's approval.

AMERICA'S FIRST

Tacoma, Oct. 6.
America's first and only State theatre will open in the near future here. Washington State theatre founded by Rockefeller Founda-tion of N. Y., the Washington Department or Public Instruction tion of N. Y., the Washington Department or Fubilic Instruction and the Repertory Playhouse, will present a road show production of Shakespeare's faree, 'Comedy of Errors,' in some of the 20 major cities of the state, which will serve as centers for theatregoers and students from surrounding communistics. Performances in this district are planned for November and December exact dates to, be announced late the case of the state theatre is unique in America and has few counterparts efsewhere in the world in that it is a division of the State Department of Education. Its activities are directed by an administrative committee appointed by this board.

Only stage productions of top caliber will be produced, featuring good casts, settings, costumes and lighting. Grant from the Rockefeller Foundation is assisting the State Theatre in preliminary experiments, but it will population self-sustaining bassis, it is claimed.

Another Farewell Tour For Lauder, Maybe-But on Air

London, Oct. 6.

Before sailing for home, William Morris, Jr., visited Sir Harry Lauder in Perth, and the result is that the Scotchman may go over to the U. S.

Scotchman may go over to the U. S. this season.

This time Lauder's American engagements may be on the radio instead of the usual 'farewell tour' in theatres. William Morris office has an air deal for him, if he cares to go over and accept.'

An extraordinary renaissance in the phonograph business, almost approaching the parity of the so-called good old pre-radio days, is seen by

proaching the parity of the so-called good old pre-radio days, is seen by Eli Oberstein, RCA-Victor recording chief, who cites the company's business has she with the company's business has she with the company's business has she with the company's business has always been the company's business has always been the company of the inquisity.

Last Spring Victor upped 100%, this past summer the rato increased to 200% and, this past month the new peak was reached. Victor is selling 1,220,000 records a month, of which 80%, are the cheaper releases, the Blue Bird, brand, at 25c, which is secribed to be a salient factor in the general improvement in the record business. The remaining 40% is divided between the popular black labelt-Victor record at 75c and the red-seal classics, which are \$1\$ to \$2.50. Victor red-seal bisness, with its cream of the crop of the wond's has stood up always through all sorts of conditions. To further break down the figures, 700,000 cheap disks at 25c and 400,000 pops (75c) and red-sealers, has been the ratio this past month. In November Victor anticipates 300,000 red-seal sales alone, as part of the pre-holiday rush, and up to 1,000,000 red-seal sales alone, as part of the pre-holiday rush, and up to 1,000,000 red-seal sales alone, as part of the pre-holiday rush, and up to 1,000,000 red-seal sales alone, as part of the pre-holiday rush, and up to 1,000,000 red-seal sales alone, as part of the pre-holiday rush, and up to 1,000,000 red-seal sales alone, as part of the pre-holiday rush, and up to 1,000,000 red-seal sales alone, as part of the pre-holiday rush, and up to 1,000,000 red-seal sales alone, as part of the pre-holiday rush, and up to 1,000,000 red-seal sales alone, as part of the pre-holiday rush, and up to 1,000,000 red-seal sales alone, as part of the pre-holiday rush, and up to 1,000,000 red-seal sales alone, as part of the pre-holiday rush, and up to 1,000,000 red-seal sales alone, as part of the pre-holiday sales alone as a seal sales alone, as part of the pre-holiday sales a

(Continued on page 63)

AIR AGENCY MANNED BY GERMAN REFUGEES

Talent agency manned entirely by refugees from Nazi Germany has been set up in Manhattan by Gustav Ncdow, ex-German publisher. Outfit works only in radio, under name of Germania Błoadcast, but may hit the concert field in time. Currently it has nine programs on New York foreign language airers, one of then shonsored by Alka-Seitzer.

Program production for Teutonic broadcasts is a new wrinkle not (Continued on page 62)

(Continued on page 62)

Stompin' at the Polls

Philadelphia, Oct. 6.

Philadelphia, Oct. 6.

Now it's swing music in politics, Instead of traditional brass bands, local Democratic nabobs are signing leading dance crews to keep crowds in rhythin at political railies. Red Gresh, well known here after long-ongagement at Pierre's Roof, will bring 15 men to "ally at Academy of Music Oct. 15 and Jimmy Lunceford with 18 men will toot for colored pow-wow Oct. 23. Plan signaturing number of others for railies. Ideas is brainchild of Philly's Deputy Controller Joe Kelly, local Democratic campaign manager and former scripe. Since he's only 34, maybe he knows what swing is.

Bulk of \$10,000,000 Thalberg Estate To Widow; Bequests to Relatives

Irving Thalberg's fortune, estimatvariously at from \$4,000,000 to \$10,000,000, is left in trust to his widow, Norma Shearer, under terms of his will filed last Saturday (3) for probate.

Residue of the estate is ordered divided into several funds, to be administered by the trustees, who are also designated co-executors. They include Miss Shearer, Edwin J. Loeb of Los Angeles and the Bank of America National Trust & Savings

Thalberg will was made June 12, 1935, drawn by Loeb, Walker & Loeb, attorneys, and designates that co-executors and trustees serve without executors and trustees serve with bond. It reads in part as follows:

bond. It reads in part as follows:

It is my intendion to dispose of the whole of my property and estate, including in -such disposition not only my separate estate and one-half of, any community property over which I have the power of testamentary disposition, but as well the other half of such community property over which I have no absolute right of testamentary disposition, and my wife shall and must elect whether she will take and receive the benefits which are provided for her under this will, or the rights and property interests with which the law invests her in and to our community prop her in and to our community prop

erty. The Thalberg residence in Santa Monica is bequeathed to the widow, together with all furniture, furnish-ings, automobiles, jewelry, hoats and other personal effects. Bequests to

\$10,000 Each to Kin

Hattie Heck, a cousin; Abe Heymann, uncle; Dora Heymann, and Morris Heymann, another uncle, all of New York, and Jetchen Maier, an aunt residing in Germany, \$10,000 each.

Document recites that a trust fund Document recites that a trust fund had previously been created for the benefit, of Thalberg's father, and mother, William and Henrighta Thal-berg, with the will setting aside a sufficient amount to have this trust reach a value of \$150,000. In addi-tion to this specific bequest, Thalberg

PTATEMENT OF THE OWNERSHIP.

BYC. HEAUTHED MY THE ACT OF

ETC. ABGUILED MY THE ACT OF

CONGRESS, OF MARCH S. 1933. New

York, N. 7., Ard Ordor J. 1944.

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Heat of New York City, New

Heat owners and New York City, New

Heat owners are Variety, Inc.

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New York City, Datate of Sime Silver
Life West City Survey

4. That the Knewn bondholders, mort city.

4. That the Knewn bondholders, mort city.

4. That the Knewn bondholders, mort city.

man. 154 West 45th street, New York City.

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belief as to the circumstances and con-

other securities than as so stated by the property of the property of the publication sold or distributed. However, the publication sold or distributed, through the main or other months proceeding the date shown above in the publication of t

had previously provided life endow-ments for his parents in the form of an additional trust fund, insurance annuities and investment securities. Residue of the estate, will direct, is to be divided into funds as fol-lower.

lows:—
Fund One, consisting of property
of a fair market value of \$100,000, all
net income from which is to be paid
monthly to his sister, Sylvia Thal-

monthly to his ricker, Sylvia Thalberg Weingarten, as long as she lives. Fund Two, consisting of property of a fair market value equal to one-third of all the balance of the trust after the establishment of Fund One. All net income from this fund shall be paid to Miss Shearer as long as she lives. Fund Three shall be allocated to each shild living at the time of the distribution of the residue of the estate, and one fund to the descendants of any child dead, but survived by descendants. The net income derived from each fund is to be paid monthly or quarterly.

Come Into Fund at 35.

Come Into Fund at 35

Come Into Fund at 35.
As each child reaches the age of 35 there shall be conveyed to him the whole of such, child's fund then remaining. Will specifies that this trust shall finally terminate upon the occurrence of any of the following contingencies: Whenever the widow and sister are both dead and no child then surviving is under 35.
Upon: the wido, sister and all of the contingencies widow of the wido, sister and all of No estimate of the size of the es-

their children.

No estimate of the size of the estate is mentioned in the will. Attorneys Farrand & Slossom represent Miss Shearer.

Raft-Tamiroff Teamed

Hollywood, Oct. 6.

George Raft seems certain to do
his stuff in Caviar for His Excellency, Charles: G. Booth story at
Paramount. Akim Tamiroff will be
co-featured. Preston Sturges will
do the screen play, William Le
Baron producing personally.

HERSHFIELD'S WB STINT

HERSHIFLE WE STIME HATTY HERSHIFLE WE WATHER ON a general writing contract for 13 weeks, starting Oct. 19. Cartoonist will leave New York for the Coast on Stinday (13). He will continue his king Features syndication from there:

N. Y. to L. A.

N. I. to L.
Edward L. Alperson.
Joseph Bentonelli,
Sidney Biddell,
John Boles.
Eddie Buzzelf.
Buddy Cantor.
Jean Chathurn.
John D. Clark.
Harry Cohn.
Capt. Billy, Fawcett.
Tay Garnett.
Harry Hershfeld.
Aben Kandel.
Judith Kandel. Aben Kandel.
Judith Kandel.
Paul Lewis.
Edward J. McNamara.
Frank Orsatti.
Harold Rodner.
Joseph Schrank.
Paul Schwegler.

L. A. to N. Y.

Harold Adamson. Ann Beresford. Irvin S. Cobb. R. H. Cochrane. Bichard Dix. Melvyn Douglas. Peggy Doyle. Irene Dunne. Florence Eldridge. Helen Flint. Helen Flint.
Fred Fralick.
Bert Kalmar,
Jerome Kern.
Charles La Torre.
Anita Louise.
Fredric March.
Michael Markham.
Jimmy McHugh,
James Melton.
John Milian. James Melton.
John Miljan.
Henry Mollison.
Abe Montague.
Karen Morley,
Raymond Rubicam.
Rosalind Russell.
Jerome Safron.
William Thalberg.
Johnny Weissmuller.
William Wyler.

Faithful Detail

Hollywood, Oct. 6.
An alleged ex-safe cracker, playing a part in Penrod and Sam, at Warners studio became disgusted when an actor started putting the juice to a

He kicked to the producer and consequently was given the job as technical advisor on the

Colleen Moore's Doll House B.O. Is \$218,000 So Far

Salt Lake City, Oct. 6.
Colleen Moore has shown her doll house in 28 cities in the last year and a half, and it has earned \$218,000 for crippled children, the former film flapper disclosed while here.

After the doll house has been placed on exhibition in every principal American city she plans to take it abroad. She visualizes a gross up to \$1,000,000 from the fees charged to ogle the miniatures of famous paintings, sculpture, furniture, decorations and jewelry, costing Miss Moore nearly \$500,000, which went into construction of the fairyland.

A press agent, usually three weeks

into construction of the fairyland.

A press agent, usually three weeks
to a month shead of the attraction,
lines up cirippled children's hospitals
and similar institutions in cities where
stops are made. In Salt Janke City
three hospitals received approximately \$4,500 for their co-sponsorship. Newspaper three set of the coship. Newspaper three set of the cowomen's and men's service civil cause
women's and men's service civil can
educational clubs are tied in.

EXTRAS' FIELD DAYS

Par and 20th Use Flock of Help Last Week-750-1,000 Daily

Hollywood, Oct. 6.

Picture extras had several field days last week. Frank Lloyd, producer-director on 'Maid of Salem' at

ducer-director on 'Mald of Salem' at Paramount, used 755 to 1,000 daily. Twentieth-Fox, also, set up a sea-son record by hiring 1,200 on vari-ous productions. 'Lloyds of London, absorbed 500; 'Reunion', 300, and 'Stowaway' the Shirley Temple film, 150, with remainder scattered on three other pix.

ARRIVALS .

ARRIVALS

Sergei Barsükoff, Constance Hope,
Giorgio Polacco, Dr. and Mrs. Artur
Rodzinski, Adama Didur, Ryszard
Ordynski, Eugene Bodo, Sofia
Nakoneczna, Robert E. Sherwood,
Aben and Judith Kandel, Phil Reisman Resecrick Lonsdale, Mr. and
Mr. and Mrs. Francis Mettin, Cortland Smith, Mrs. Harry Cohn, Sam
E. Morris, Tay Garnett, Carl
Laemmle, Jr., Carl Laemmle, Mrs.
G. E. Calthrop, Lotte Lehmann,
Otto Krause, Kurt Jooss, Jooss Ballet, Helen Kane, Gertrude Wettergren, Noel Coward, John C. Wilson,
Dick Powell, Joan Blondell, Dezso
Szenes, Jack L. Warner, Miriam
Hopkins, Sanford Greenburgher,
Jack Ross, Clare Luce.

SAILINGS

Oct. 17 (London to New York)
Gilbert Miller (Europa).
Oct. 7 (London to New York)
Ruth Etting, Col. Moe Snyder, Paul
Soskin, Nat Nazarrō, Jack Cohn,
William Morris, Jr., Harry Foster,
Val Parnell (Normandie).

Oct. 7 (London to New York) Gertrude Lawrence (Aquitania).

Gertrude Lawrence '(Aquitania).
Oct. 7 (Cherburg to Havana) Balet Espagnol, Juan Martinez, Soledad, Juanito, Carmelita, Antonita, Isabella, Rosarita, Castillana, Amaya, Morales, Bobadilla, Cortio, Sarasina, Marquita, Castanagro, Seyillana, Vizcalno; Zanouska (Orinoco)/
Oct. 5 (New York to (London) Bay (Queen Mary).
Oct. 3 (New York to London) Bay (Queen Mary).

Oct 3 (New York to London) Ray Perkins (Georgic).

Hash and Rehash

By JOE BIGELOW

The 250 Indians in Hollywood who make a living working in pictures have complained to the U.S. Altorney's office over alleged discrimination. They declare palefaces are getting jobs that should go to McCoy injuns, and they want the phoney redskins haled before the per of justice for impersonating them.—VARIENT news item.

1. O, the Poor Indian, has a squawk:

1. He's not being treated fairly.

They're shuning him and his tomahawk—

For Lo they're not casting squarely.

Redman still grabs off heap much jobs,
But the thing that irritates Lo
Is that redmen appearing in Hollywood mbbs
Are not named Lo, but Moe.

Callander, Ont.—There's no truth in the story that the Dionne quintuplets are sore at 20th Century-Fox over the casting of their latest picture. Report, later proved false, was that the girls, although admiring Jean Hersholt as an artist, wanted 20th to hire Robert Taxlor to play the doctor this time.

How to Be an Artists' Representative

How to Be an Artists' Representative (Lesson No. 1)

The first thing to determine is whether you are equipped with the right temperament for being an agent. Try a little experiment, such as kicking a few old ladies around. It, after that, you have satisfied youtneth that you are suited to the business, then proceed with your homework. The first thing you must learn about its commission. Not 'the Boxing Commission, the Transit Commission or the Federal Communications Commission—for an introduction of an another than the commission—for an introduction to Santa Claus at Macy's. Next step on you'r way to a diploma involves the sending of telegrams. When you go to the telegraph office to send a wire, the clerk will inquire: 'Is this to go prepaid?' You replyr', sir, an an agent.' Then I guest it goes coilect.' Remember to send all wires coilect. One slip-up means a demerit, and you may have to start your lessons all over again.

Never tell an actor that you can't do anything for him. Actors, as a rule, are inclined to have sweak hearts. Always try to be keep up their symptom comes when he asks for a release. This case he prevented by your continually repeating the magic words, i.e., 'I'm werking on it. I'll leave you know when it's set.'

But above all, don't be careless with the morning mail. Before being tossed into the wastebasket, all letters and envelopes should be thoroughly shaken. You never can tell when a money order will fall, out. That ought to hold you until next week. Lesson No. 2 will be entitled: 'Sheriff, Stay Away From My Boor.'

Missed

Jollopy, Mo.—Australian Wood Peckers, whip and knife throwing act, after being a hit all week here, missed the final performance at the Opera House here, due to injury. Just before the last show-the head knife-thrower had an accident in his dressing room. He cut himself while

Start a File

Be a gag man! Write radio scripts! Start now! The following is a list of punch lines, more or less, of w.k. (also a.k.) jokes. We supply the answers; you supply the questions:
"It's me, and I'm not foolin."
"Don't mind him, officer-he's drunk."
"Ther kiss the Ford and let's get out of here."
"The kiss the Ford and let's get out of here."

tch."

and the horse lost 48.

"Can I help it if he worries?"
The doctor told me to watch my stomach.

"Give me six good reasons why you don't want any soup."
"How did I know he was after my pocketbook?"

"Goodbye, Sam."

New York—Ali Opp, magician, who is among the actors picketing Broad-way picture theatres for return of stage shows, has thought up a brand, new illusion. When tired, the picket says a few magical words; the sign then gets down and carries the picket.

Diary of an Agent

Oct. 1—Well, diary, I'm still tryin' to crash this radio replets [His mopnin' a guy from the Button, Dutton, Fadeout & Moskowitz advestisin' agency called up about my new singer Enrique Madaginsburg. Said the sponsor hasn't made up his mind yet, but how much do I want for my singer. I said \$1,500. The agency guy started to beef, so I compromised 10° \$176. What's the diff, the real gravy comes from personal appearances anyways. Then the agency guy says, You understand that a 15% agency Service fee is customary's 11° says okay by me (what else could I say?) because the customary's 11° told him to go ahead and close the deal so long as we wind up with a box of soda crackers. Say, I always thought the indie vaude-ville boys knew how to chisel. Compared to them these radio guys are Michael Angelos.

Michael Angelos.

Michael Angelos.

Michael Angelos.

Said the sponsor is changing his product. Instead of soid a reafers called. Said the sponsor is changing his product. Instead of soid a reafers that don't cracket, which didn't sell, he's gonna make soid a reafers that the said to the said to the said to the market. The Crackers That Speak for Themselves is the new slogan. And seein as how the sponsor is startin' all over from scratch, says the advertism' agency guy, it's only cricket that my boy Ginzy should do likewise and give another audition.

Oct. 3—My boy Ginzy gave another audition. This time the sponsor left his fresh kid home but brought along his uncle. Unk is an idea man. Said he's got a great idea for a jungle series an' wanted to know if Ginzy could make a noise like Tarzan calling to his mate. Said they'd leave me know.

Oct. 5—No word from the agency. Looks like the silent treatment to beat the price down,

(To be continued)

(To be continued)

Karen Morley's Next

Cukor Abroad

Perkins (Georgic).

Oct. 1 (New York to London) Helien Jerome (Berengaria).

Sept. 30 (New York to Dondon) Wew York with her husband Charles Otto Klemperer, Mrs. Edward G. to start work in Happiness Presented for Major Pictures, Oct. 5 (Frankfort to New York) She signed term contract with out.

Jimmy Campbell (Hindenburg).

ALL 1 MOTECT S NEXT CLUKOT ABFORD (Oct. 6.

Following a three-day vacation in When George Calsor winds up protident for Major Pictures, She signed term contract with out.

She signed term contract with out.

At last week.

H'WOOD ON POLITICAL SPOT

Flock of Film Stars on Air Now

With the big parade of picture stars on network radio programs getting under full steam last week, exhibitors now feel that their advance objections to the spread of the habit was fully justified, it was in anticipation of exactly what happened with air programs in it was in anticipation of exactly what happened with air programs in an effort to curb radio-minded film artiste.

At the time that the first exhibitor associations in the middle west fook action against the widespread use of picture-stars on nation-wide-broadcasts, it was largely a fear that the habit might spread that prompted the initial squawks.

Since then, exhib organizations and individual theatre operators have come out against the practice. And their worst fears now appear to have been justified. One exhibitor leader yesterday said the nearly half of the leading players on really big network programs. Not only that, but radio artists, who heretoforc have generally been recognized as being of and from radio, now plug the fact that they are in pictures or bally wby they are out in Hollywood.

Practically all data for the Hays office survey on radio as it affects the picture business now has been collected but the completed survey is far from ready. Tabulation of factual material, compilation of statistics and thorough analysis has yet to be finished, Probably won't be available for several weeks.

Agentitis Also Hits the Eastern Front; Pix Co.'s Peeved at 10%ers

Eastern talent departments of ma-Eastern talent departments of major companies are cracking down on agents who have developed reputations for juggling artists so that the film producer, originally interested, sometimes is left out in the cold. The picture executives are peeved at this two-liming, deveral potentials has a might be a seen of the picture with the seen of the picture in a second to the picture and the second to the picture and the picture are without often that the picture are seen as the picture are pictured to the pictured to the picture are pictured to the pictured to the picture are pictured to the pictured to the picture are pictured to the pictured to

companies.

'Understood that nearly all of the majors will make some pact which would place these agents on an unfair. list. There are some 10 agents in N. Y. city doing the bulk of placement of artists in pictures. Of this number two or three are certain to get the cold-shoulder treatment. No attempt will be made to interfere with the ethical agent, but it now is known that at least two eastern talent divisions will be backed to the limit in their new attitude toward unfair agency practices by chief executives.

executives.

Alleged unfair factics by the two or three agents has amounted to the old trick of pitting one major company against another in bidding for services. The talent chiefs do not object to this, but they are inked by the steps pursued in carrying out the practice. Chief stunt is to tell an artist not to sign with a company after tests; have been made and final signature is about to be put on the line.

SCULLY'S 'IRISH LOVER' MAYBE CROSBY'S AT PAR

Hollywood, Oct. 6.
Frank Scully is huddling with
Paramount for purchase of his new
book, Trish Lover, as a possible film
for Bing Creature. for Bing Crosby,

Novel is based on life of Chauncey Olcott and would give the crooner a chance to sing the old Irish ballads. Scully spent three years collecting data for book which will be off press in short time.

N. O. Ban on 'Ecstasy'

New Orleans, Oct. 6. 'Ecstasy,' booked to open at the Strand here Thursday (1), has been cappelled

cancelled.

Opposition by several organizations took their fight against showing
of the film here to Mayor Maestri
and Archbishop Rummel, and the
management of the Strand agreed to
withdraw the film without further
controversy.

Pic Leads for B'way?

Hollywood, Oct. 6.

Richard Dix planed to New York
Oct. 3 to huddle with Don Carle Gillette regarding the lead in 'In the
Bag,' legit play, on Broadway.
Producer also is angling with
Warners to obtain Joan Blondell for

MET ORIOLES HAVE PIX YEN

Rosa Ponselle is so intent on mak-ing a picture on the Coast that she may forego any appearance at the Metropolitan Opera, N. Y., this sea-son. She's signed for opera, but the organization has been requested not to insist on a date, if she goes before

ne cameras. Diva has been out in Hollywood Diva has been out in Hollywood most of the past summer, reducing, and the past summer, reducing, reducing, reducing, the summer of the past of the pas

ATES AND 2 HOOFERS ROBBED ON HIGHWAY

St. Louis, Oct. 6.
Roscoe Ates, film comedian, en route by automobile from Pt. Worth, Tex., to Dayton, O., reported to police at Cape Girardeau, Mo., last week that he and two companions had been held up and robbed by two masked men on a highway near Forrest City, Ark.
Ates asserted he was nicked for \$180, while companions, Lora Lane and Janet Dickson, dancers, collectively lost \$30 to the bandits.

Wanger Nabs Logan

Regis Toomey is in New York on a vacash and also looking for a stage litey. Actor got in last week from the Coast and will stay around New York about a month.

Hollywood. Oct. 6.

Joshua Logan, New York stage director, arrived here this week to on Walter Wanger's staff with a title yet to be designated. Logan, organizer and first director of the University Playars at Cape God, turned out Henry Fonda, Maryork about a month.

HAS COAST DIZZY

Talent's for Roosevelt, But Don't Tell Their Radio Sponsors — Used to Be Republican, But-

D. A.'S INTEREST SOME

Hollywood, Oct. 6. Hollywood, normally about as in-terested in politics outside the gates terested in politics outside the gates of its 'own several studios, which most of them consider a full-time job, as in the foreign grosses these days from Spain, is getting all hepped up over the November

count.
Industry being directed in the
main by pragmatists, the studios
used to give three rousing cheers
and a trailer for the Republicans
and let it go at that.
In those days that was good
politics locate and nationally. Call
politics locate and nationally. Call
it didn't hurt Louis B. Mayer or Joe
Schenck to take turns at paying the Schenck to take turns at paying the party's bills and getting a nice pat

Scheick to take turns at paying the party's bills and getting a nice pat for the payoff. Our years ago the Democrats took the play away from the G. O. P. and the Warners and Winnie Sheehan were on the right side and Mayer and Schenck on the wrong, it looked as if Hollywood would continue a house divided against itself and still stand.

Since then state politics and interior politics in certain studios have tied the boys up like a Christmas publican state. California is now a to 7 Democratic.

Warners can't cheer too loudly over this because they're tied in with Hearst, a life-long Democrat who has turned toward Landon for his 1936 answer.

Mearst, a life-long Democrat who has turned toward Landon for his 1836 answer.

This has left Winnie Sheehan practically alone among big producers still rooting as hard for Roosevelt now as he and Warners were in 1932. Sheehan has put Gabe Yorke in charge of the motion picture. faction which favors Roosevelt, Yorke working under Sauter who was sent out by Farley, and both of them taking orders from National Aside from getting long: lists of control of the still result of the still result of the still root of signatures among those in the industry pledging themselves to vole for the Prez, they're not doing much. Most of the names sign under promise not to be pushed out front or made to go through any gratuitous song and dance stuff as part of their signatures.

Stars who play both pix and radio are particularly touchy about being exploited at this time politically. Their sponsors in the east are pro-Landon almost to a man and they don't won't any more headached their day's work.

They promise to vote Democratic, however, and to win as many others to doing the same thing as they can by mouth-to-mouth methods.

Locally, the offlice of district attorney is about the only thing the industry is concerned with this year. Incumbent Buron Fitts, is running against Harlan Palmer, publisher of the Hollywood Citizen-News. Palmer made no campaign in the primaries, even turning down the support of his own paper, and ran up a big vote, big enough to prevent Pitst from riding in on the primaries anyway. primaries anyway.

Phil Huston Has Pair Of B'way Stage Offers

Hollywood, Oct, 6.
Philip Huston is mulling a pair of Broadway stage offers. One is 'North Star,' new play by Austin Strong which John Golden will produce. Other is a revival of 'Petri-

duce. Other is a revival of 'Petri-fied Forest.'

Meantime the actor, who will be seen in Radio's 'The Big Game,' is huddling with his studio regarding an option lift.

WHO'S GONNA WIN Extras Squawk at Santa Barbara **Debs Usurping Their Ranks: Par** Pic's Stars Threaten to Walk Also

Kandels' H'wood Chores

Aben and Judith Kandel are en route to the Coast for writing assignments at Columbia and Warners, respectively, Mr. and Mrs.

ners, respectively, Mr. and Mrs. Kandel returned last week from England, where Kandel wrote the screen story for Thunder in the City, starring Edward G. Robinson, for Atlantic Films. Mrs. Kandel was watching him work.

At Columbia, Kandel starts immediately on adaptation of his last season novel, City of Conquest. Mrs. Kandel, at WB, has a similar assignment, to adapt her own last season play, Telay, Genius Play. Plece was bankrolled by Mervyn LeRoy and was short-lived, with LeRoy now producing it as a film.

U. S. MILITARY TABU FOR PIX BALKS MG'S 2

Hollywood, Oct. 6. Strict clamp placed on use of army, navy and other military paraphernalia by the U.S. government has caused Metro to cupboard two stories, 'Anchor Man,' dealing with the Navy, and Talk to the Marines. Former was intended for Wallace Beery, 'Army also balked on J. Walter Ruben's plan to take long shots of massed planes at Mines Field here for 'It Can't Happen Here.' During recent National Air races it was noted that no military maneuvers or battle formations were revealed by either branch of the Government's aviation, as had been done at past events of a similar nature. caused Metro to cupboard two stories.

Communistic Pix Not Necessarily 'Immoral,' Mich. C't Reverses Ban

Detroit, Oct. 6.

Detroit police film censorship powers do not include right to bar Communistic picture on ground they are immoral or indecent, the Michigan Supreme Court ruled Monday (5), upholding right of Ida W. Schuman, of the Detroit Cinema Guild, to show Russian flicker, Maxim:

Miss Schuman got a permit a year Communismoer Heinrich A. Pickert Communismoer Heinrich A. Pickert through city ordinance on ground it was immoral, because it dealt with Communism and might excite class hatred. Pickert was upheld by Circuit Judge Theo Richter Last fall refusing writ of mandamus.

Supreme Court decided Pickert exceeded his authority and ordered a writ issued. Supreme Court ruled 'ordinary sense of immorally does not include interpretation that a picture is immoral because it supports Communism. Detroit. Oct. 6.

Levene Back to WB

Sam Levene, formerly in Three Men on a Horse, Playhouse, N. Y., returned to Hollywood last week under contract to Metro. His first studio assignment was in the film version of 'Horse' for Warners. While waiting for the new contract he virtually sat on his trunk. The contract of the con

Class wars, labor troubles and whatnot beset Director Frank Tuttle when he took his Paramount troupet to Santa Barbara for location shots on College Holiday. Studio biggles on Studio Barbara on Studio Barbara on Studio Barbara on Studio Barbara on College Holiday. However, trouble started as soon as the cameras began grinding. Three extra gals imported from nasty to hire the rich gals when somany extras in Hollywood were with the studio biggles on the studio Barbara on Holiday. Studio Barbara on Holiday on the Studio Barbara on Holiday on the Studio Barbara on Holiday. Mary Boland, George Burns and Gracie Allen determined that the extras were telling the truth, so the society legion was given the air. Tuttle explained that he had left. He also said that he wan of in farious of letting people play at the picture business' and that he thought, the society people had been biredijust to 'fill in' because the scenes needed a few more than had been brought from Hollywood.

The society girls were no end upset about being crowded out of the picture and claimed they were endonating their salaries to charity.

BOLES AT \$7,500

John Boles is due for another personal for Paramount, going into the Minnesota, Minneapolis, Friday (9). Salary is \$7,500, with the William Morris office setting the deal.

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Just a Coincidence (Oh

A lot of picture people drifted into New York during the past week

to contact home offices, check up or

business matters, vacation around

So many came on from the Paramount studio that the home office

grouped them all together and tossed

also Mrs. March (Florence Eldridge). Wheeler and Woolsey came on during the past week from the RKO plant to catch the series but Robert Woolsey didn't stay for all the games. RKO had reports Fred Astaire, Charlie Butterworth and George O'Brien were flying in for a game or two but no confirmation could be obtained.

could be obtained,
John Boles and Gregory Ratoff,
U contractees, are also in New York,
Boles admittedly to see the Yanks
and Giants battle it out. Ratoff isn't
talking. Robert Montgomery, Eddie
Buzzell and Freddie Kohlmar are
also in town.

also in town.

also in town.

Harry Cohn, president of Columbia, decided to come on to lend big producer of the come on the control of the co

and look in on the World's Series,

Yeah!) for H'woodites

FILMS' \$1,500,000 CENSORSHIP BILL World Series May Be Just a Coincidence of CAN'T BE DUCKED; BIG PATRONAGE ANGLE

Hollywood Optimistic Anent Its Self-Regulation, But the Eastern Execs See the Political Angle to Perpetuating the Censor Bodies as Long as Possible

Hollywood, Oct. 6.
Hollywood believes it has paved the way for kayoing the bluenoses in nine eastern and southern states. Consequently, it feels confident that next with the state of the

censorabilp boards in state and city ballawicks.

The industry is vitally interested because of the cost of state and city ensorship. For 1936, it is estimated, censorship fosts will approach \$1,-500,000 for the picture business, with more than \$1,200,000 foing to state boards of censire. The unestimated cost entialted when positive prints are ordered altered to meet deletions further titls the take.

N. X. \$2,520,000 For Pop A tensoring in New York, Ohio; Peinny Ivania, Kamansa, Virginia and Märyland; no fee is assessed in Massachusetts and Florida. Figures iridicate that censorship in New York alone will exceeded \$270,000 this year. Of this total, approximately \$200,000 will be net profit to the state since expenses and salaries are not expected to top \$70,000.

The fee schedule was jacked up

salaries are not expected to top \$70,000. The fee schedule was jacked up not long ago in Ohio so that the censorship bill in that state may approach the N. Y. level. Amount of money collected in Pennisylvania also is in the top brackets; because two large exchange centers are located in the state, and the humber of exhibitors is uffusially large. The amount of money collected in New York is hig because the rulescalin for fee one. With the big distributing points in the state and the vant number of prints necessary, the bill naturally tops the nation. Censor boards also hold sway in about 200 cities, but only Chicago, Detroit and Boston really go in for rigid trimming in a big way. In the (Continued on page 29)

BALABAN'S PERIODIC HUDDLES IN NEW YORK

John Balaban, in active charge of Balaban & Katz in Chicago—with Barney Balaban in New York permanently as president of Faramount —will come east every four or five weeks to confer with his brother and to contact distributors on product. B. & K. is forced to buy much more preduct, now as a result of going double features.

Barney Balaban retains the presidency of B&K. Brother John is in New York at present.

Howard's Wanger Chore

Hollywood, Oct. 6.
William K. Howard will direct
'Summer Lightning' for Walter
Wanger, production to start in midNovember.

irector has been in Europe sev-months working for Alexander

Ratoff Goes to 'Town'

Lou Brock has spotted Gregory Ratoff in one of the top comedy spots in Top of the Town at Uni-versal. Walter Lang will direct with picture set to start this week. Other castings are Zení Vatorl, Michael Fitzmaurice and Robert Dalton.

BINYON'S 'TARDY' NAG

BINYON'S 'TARDY' NAG'
Hollywood, Oct. 6.
Claude Binyon, who sold his racing string after losing the family
press clips last year, is staging a
comeback. Has bought a nag and
named him. 'Tardy,' which up to now
was the exclusive billing of his sixyear-old son.
Raced the kid against the horse
and kid won, so he figured the kid
should give up the billing to the
horse. Work of handicappers, he
further figures, should be a pisshover

rther figures, should be a pushover

BRADY, WINNINGER SET **AS NEW U COMEDY TEAM**

Hollywood, Oct. 6.

Alice Brady and Charles Winninger will be teamed at Universa Actress who recently completed chores in 'My Man Godfrey' and

chores in My Man Godfrey' and Three Smart Girls' was given a term contract last week. Studio is searching for a suitable yarn for the comety team of the comety team of the contract of the co

S-I Testing for Mark

St. Louis, Oct. 6.

Several hundred Missouri boys, 9
to 14, were interviewed here Saturday, Monday and today (Tuesday)
by three representatives of SelgnickInternational Bictures in quest of
boys to portray Mark Pwain characters, Tom Sawyer and Hückleberry
Finn. Scrutinizing film hopefuls are
William H. Wright, personal representative of David O. Selznick, Marshall Neilan, director, and Harry
Maynard, talent scout.

'Youngsters of every possible
description thronged assembly hall
in Municipal Auditorium for interviews. Searchers said they would
remain here until territory is exhausted or object achieved. Those
chosen will be given screen tests.
City nickel Selznick Fix \$100 Jor
use of hall. St. Louis, Oct. 6,

RUNYON-PAR STYMIE?

Due to WB-Hearst Hookup— Gabriel Gets Under the Wire

Damon Runyon's writing deal with Paramount was all set but bumped against trouble because of the Hearst (King Features) contract, which has (king Features) contract, which has several years to run. According to that paper he can't go to work for anybody in any other line of endeavor without first getting a no from Hearst or allied Hearst interests. In the matter of film writing, this means Warner Bros. and, when Warners heard about Fluwon when Warners heard about Fluwon. ing, this means warner aros, and, when Warners heard about Runyon going to Par it (WB) decided it could use the scripter itself. Now the whole thing's more or less in the site of the sit the air.

the whole thing's more or iess in the air.

Almost the same situation came up with Gilbert W. Gabriel, drama critic for the N. Y. American. Par wanted Gabriel to do a screen play on the life of Victor Herbert. It was arranged that he was to do the writing in New York at his home and stick to his job reviewing stage plays at the same time. Before signature, however, Gabriel phoned Jake Wilk of Warners and told him about it. Wilk wired the Coast and the Coast answered that it wanted Gabriel, there, but not in New York. That made it okay for the Par deal.

20th Prunes Writers

LURN FTUNES WITTERS

Mollywood, Oct. 6.

Three writers were dropped from the 20th-Fox roster last week, leaving 51 sortweets working. Gladys Lehman, Charles Kenyon, Charles Kenyon, Charles Service, Said to be based on the Wilson Mizner philosophy.

Kelly, former sports editor of the L. A. Examiner, who turned-scenarist for Darryl F. Zanuck at 20th-Fox, ankled from the lot Oct. 1, Reported he refused to continue on present salary scale when an option

Reported he refused to continue or present salary scale when an option called for uppage.

He collabed with Leonard Pras-kins on 'One in a Million,' first Sonja Henie picture, now in production.

PAR'S 'SALEM' STALLED BY COLBERT'S MISHAP

Hollywood, Oct. 6.

Paramount's 'Maid of Salem' is
marking: time while medicos determine the extent of Claudette Colbert's nigury sustained in a traffic
crash. Players have been given the
required notice in the event producdion is suspended.

At Saut-At

tion is suspended.

At first believed actress suffered a basal skull fracture, later diagnosis is that it's a concussion. Picture has two weeks to go.

Twain Kids in St. Loo Frank Wallace Persists He's Mister Mae West

He's Mister Mae West Frank Wallace, vaude actor, insists Mae West is his wife, despite the fact that the case was once tossed out of court, and on Thursday (1) Wallace's attorney fined affidaylis in N. Y. supreme court stating
served in Los Angeles on Sept 14
by a deputy sheriff in a new action
which, Wallace has commenced to
compel her to admit she is his lawful
spouse.

compile heart of admit she is his lawful as bouse.

Wallace claims that he was wed to Miss West in Milwaukee in 1911 while both were members of a vaude froupe. She has persistently denied his claim, although he has produced what purports to be documentary proof. Last June Justice Colillo dismissed the action on the ground dismissed the action on the ground the time was permitted to reopen the action.

Anita Louise is scheduled to arrive from the Coast WB studios today (Wed.). RKO has two featured players ill in hospitals, Anne Shirley and Gertrude Michael, so they're missing the ball games, if that's their dish. Loew's Into the Roxy Operating Picture Again in Pool with 20th-Fox

atre, N. Y., came up again this week via a three-way pact involving 20th Century-Fox, Metro and Loew

Century-Fox, Metro and Loew. Warner Bros. and 20th-Fox previously have been reported mulling such a proposition. While details have not been perfected, the Astor and Capitol would figure in the three-way agreement if the Roxy operation is taken over by Loew's. Likelihood of the Astor by Loew's. Likelihood of the Astor by Loew's. Likelihood of the Astor by Loew's Likelihood of the Astor Likelihood of the rox are able to turns enough rox show pictures for this house. Metro holds only a temporary lease but probably would keep it providing the caliber of films held up to pres-ent standard.

share the same time. Before significantive, however, Gabriel phoned fake Wilk of Warners and told him bout it. Wilk wired the Coast and the Coast answered that it warned fabriel there, but not in New York. That made it okay for the Par deal.

McCARTHY'S SHIFT TO REP.

Kansas City, Oct. 6.

Leo McCarthy of local 20th-Fox would go and the Capito, with the Beatures available from the two companies of the Coast as a producer with Republic. McCarthy as been in KC will deal was a producer with Republic. McCarthy has been in KC will be a sessigned his position to go for some time as film buyer and assistant to Elmer Rhoden of, the McCarthy will be assistant to Nat McCarthy will be assistant to Nat McCarthy will be assistant to Nat McCarthy will be assistant to The Carthy will be assistant to Nat McCarthy will be assistant to The Carthy will be assistant to Nat McCarthy will be assistant to The Carthy will be assistant to Nat McCarthy will be Nat McCarth

of these and still have plenty of strong product in the remaining 40-44 subjects. It's likely too, that some English-made features could be fitted in where caliber was strong enough to fill the spots. Capitol would take first runs of Astor road-show pictures per usual.

Sheehan Settles \$105,304 Harriman Bank Note

A promisory note for \$105,304 which Winfield R. Sheehan had with the defunct Harriman National Bank, N. Y., whose head went to jail on conviction of embezzlement, has been settled with Frederick Z. Goess, receiver of the bank. Amount of the settlement not known.

UA'S %, RENTAL TERMS IRK L.A. **INDIES**

Los Angeles, Oct. 6.

Indie suburban and nabe exhibitors are up in arms against the stiff percentage and rental schedule set up for its nert product by United Artists and are threatering a boy-cott. Indies muffed their chance to buy the product before the Fox-West Coast deal was closed.

Exhibs are exchanging information on prices quoted by salesmen and are using these figures in a concerted move to drive down the prices. However, UA sales heads are standing pat on the original quotations. grouped them all together and tossed a mass cocktail party at the Waldorf, discharging a favorite custom for visiting celebs with one stroke. The Par bunch includes William LeBaron, Ernst Lubitsch, Wesley Ruggles, King Vidor, George Rart, William Frawley, Travis Banton, Gary Cooper, Randolph Scott, Leopold Stokowski, Benny Goodman and, for good measure, a few Coast girls, Irene Dumne, Elizabeth. Patterson and Margaret Perry.

A representative United Artists crowd is also here or coming. Dr. Jr. H. Gjanimi and Walter, Histon got in over the weekend, joining Nino Martini, who came on in advance. Others tied up with UA who like New York at this time of the year. Wheeler foot they like base, also Mrs. March (Florence Edridge). Wheeler knd. Woolsey came on Wheeler hand. Mary Pickford, also Mrs. March (Florence Edridge).

SELLS 'CUBA,' COEN GETS 'JURY' TRIAL AT RADIO

Hollywood, Oct. 6.
Franklin Coen, who recently sold his original, Convention in Cuba, ito Badio, has been signed by S. J. Briskin to streenplay We, the Jury, which Joseph Henry Steele will produce. Gertrude Purcell. will. script 'Cuba,' which will star Joe Penner and Parkyakarkas, which Edward Small produces. "Dorothy Yost also has been set to do the screen play on 'Satisfaction Guaranfeed,' a William Sistrom production. Owen Davis, Jr., in an important role in this picture.

portant role in this picture.

Miriam Hopkins Sails From Eng. for Goldwyn

Hollywood, Oct. 6. Miriam Hopkins has informed Samuel Goldwyn that she's sailing from London Oct. 14.

Actress will go into starring role of The Woman's Touch' when she

returns to the Coast, Sam and Bella Spewack wrote the original.

Tay Garnett Back in U.S.

After a round-the-world cruise on his yacht, Tay Garnett, his wife, and Paul Schwegler, his aide, are back in N. Y., but this time via transatlantic liner, on a call from 20th-Fox to start on The Last Slaver, which Garnett will direct for Darryl Zanuck. It's to be one of the latter's personal productions for 20th.

The Garnetts and Schwegler are seeing the new shows until Friday, when they entrain west.

Meantime Thorton Delehanty, ex-N, Y. Post film critic, has been working on scripting and editing of considerable traveleg, footage which Garnett shot on his world jaunt.

Jane and Shirley Set

Jane and Jairley Jet Hollywood, Oct. 6.

The Holy Terror, yam with a naval base background by Lou Breslow and John Patrick, will be the next picture for Jane Withers at 20th-Fox. James Thiling will direct, with John Stone associate producer. El Brendel, Jöc Lewis, Anthony Martin, Leah Ray and Joan Derriel will support. Harry Akst and Sidney Clare are doing tunes.

U Recalls Eilers

Mecalis Lilers

Universal has called Sally Ellers back from England to play opposite James Dunn in an untitled picture.

The property of the p

Wiles Directs 'Women'

Hollywood, Oct. 6.
Columbia has set Gordon Wiles to
direct Women of Glamour, which
Everett Riskin will produce.
Picture is slated to get away Oct.
10, Cast includes Melyn Douglas,
Virginia Bruce and Reginald Denny.

Flora Snyder's Accident

Hollywood, Oct. 6.

While on a location trip for Republic's 'The Big Show,' Flora Snyder fell and sustained a broken hip.

She was taken to the Cedars of . She was taken to the Countries Lebanon hospital for treatment.

MIDWEST INDIES BUYING

Winnie Sheehan's Own Unit for UA Distribution; Laemmle, Jr., Deal On

Winfield R. Sheehan will return to active picture making at the head of n unit, releasing through United Artists. Deal'is being closed in N. Y. by Sheehan and Dr. A. H Giannini, prexy of UA.

Addition of a group of films to be made by Sheehan is in line with the policy announced by Dr. Gianwho said the company from time to time would augment its producers and increase the number of yearly releases.

Current program includes 30 pic tures, seven each to be made by Samuel Goldwyn and Walter Wanger; five by Selznick-International, one each by Reliance and Pickford-Lasky and nine British-made, of which six will come from Alexander

Goldwyn and Korda, as part-owners of UA, are releasing under longterm contracts, but Selznick and Wanger are reported to have contracts for two years each, with cer tracts for two years each, with certain continuing options. Selznick organized his own company about a year ago. He has released only one picture. Little Lord Fauntleroy, with Garden of Allah, starring Marlene Dietrich and Charles Boyer, recently completed. Announced for early production are Trom Sawyer! The production ranks is regarded as a move to insure a steady flow of product brough the release of 'Dodsworth,' had only three American-made pictures for its exchanges. Sheehan probably will make one picture for this season and at least five for next year's selling period. The control of the production of deal with Call Learne, Jr., is under UA consideration. Thomas Mann. Nobel prize wincontinuing options. Selznick

Another distribution deal with Carl Laemmle, Jr., is under UA consideration.

Thomas Mann, Nobel prize winnier in 1935, will write an original for the screen to be produced by Carl Laemmle, Jr. He and Laemmle, Sr. are now in New York, after an extended European vacash, considering a couple of distribution deals for his pictures. Junior Laemmle will be distributed to the coast in a considering a couple of distribution deals for his pictures. Junior Laemmle, United will be considered to the Coast in about a week but Jr. is expected to stay on in the east for five or six weeks.

For his film productions, James Whale will be director. Laemmle, Jr., purchased several other story properties abroad, including among these is a new novel by Alfred Neuman, author of The Patriot.

Others are 'Nine Officers,' a story of the coast in the constant of the Patriot. Others are 'Nine Officers,' a story of the coast of t

SCHINE THEATRE EXEC FOR N. Y. COMPTROLLER

Albany, Oct. 6.

John A. May, comptroller of the Schine Theatre Corp., Gloversville, is the Republican nominee for state comptroller. He is 50, a native of Watertown, N. Y., married and has two daughters. He is a former member of the Federal Reserve Bank: of Service of Service of the Federal Reserve Bank of Service of

Selznick's Rest?

Hollywood, Oct. 6.

David O. Selznick spent 36 hours in the Cedars of Lebanon hosp last week resting.

To provide relaxation, the producer took along 36 scripts.

52 PICTURES ON **NEXT YEAR'S U SKED**

Hollywood, Oct. 6. departure for Ne Prior to his York, R. H. Cochrane, president of Universal, announced plans to make 52 pictures on the 1937-38 program This ups current season's sked by 10.

Cochrane had been here for sev eral days huddling with J. R. Grainger, Charles R. Rogers and William Koenig, J. Cheever Cowdin also was here, but returned east last

Studio already has completed 24 pix on this season's sked in the first six months of the new outfit's existence.

U, with 72 players on its list, will tart immediately to build larger writer and director rosters.

DOC GIANNINI HEADS **UA EXEC INFLUX TO N.Y.**

A. H. Giamnini, president of United Artists, arrived in New York Saturday (3), after a stopover in Chicago, leading a vanguard of UA people who are due in New York. Among these is Walter Huston, who also arrived from the Coast Saturday (3). Mary Pickford is expected within a week, with Giannini probably still in New York on her arrived. Rouben Mamoulian got in Sunday (3) and Fredric March as just been signed by Selznick International. William K. Howard, who has been set to direct for Walter Wanger, is expected back from England in a month.

Dr. Giannini is accompanied east by Mrs. Glannini, his son, Berard, and his assistant, Thomas Walter. Giannini at me press content of the content of

years.

Anent David O. Selznick returning to Metro, the Doc said the Selznick has five pictures yet to make for UA.

Hollywood, Oct. 6.
Fredric March has been signed to play the lead in 'A Star Is Born,' nee 'It Happened in Hollywood,' for Selznick-International. William A. Wellman and Robert Carson developed the story from an outline by David O. Selznick.
Wallwas will direct the production.

David O. Selznick.
Wellman will direct the production, which starts as soon as Alan Campbell and Drothy Parker polish up the script.

Cohn, Buzzell Back

Harry Cohn and Eddie Buzzell are planing back in their private air chariot today (Wednesday). Chartered an airship for their advent. cast, via Dallas stop-off, last week, in time to see the world series.

Buzzell is slated to direct a pic ture for Cohn at Columbia.

HOLDING OFF NO LONGER ON PIX

h Chicago and North-vest Exhibs in Strong Film Film Buying S Especially in Chi cott Idea Broken Spree

PRODUCT SCRAMBLE

Chicago, Oct. 6.

Buying splurge is taking place in Chicago at present as the nabe in-dependent exhibitors have reached their breaking point in their general boycott against all distributors. All of a sudden they have quit their plan to refuse to buy new product as a silent protest against double against 56 houses which goes in with the new contracts.

New release charts for November pictures reveal that the third week of that month will have only one picture on. the 1935-1936 contract and the last week of the month will not have a single old contract picture on the list, With the result that the exhibs are now so.s.ing the exchanges to send down their salesmen in a hurry.

Distribs, sitting around on their Buying splurge is taking place in

enanges to send down their salesmen in a hurry.
Distribs, sitting around on their hands for the past two months as far as local buys are concerned, are signaturing deals. Exhibs figure that they need the new product to keep their houses open and, their screens alive after Nov. 15 when the last of the old season's product is exhausted. Some of them have been figuring on utilizing some indie and states-right pictures for a couple of weeks to fill in any possible gap between the old major product and the new stuff. But the bulk of the exhibs cart is thock and watch competing houses gobble up the cream peting houses gobble up the cream of the contracts.

(Continued on page 29)

Al Lewin Signs With Par: Dave Lewis Stavs MG

Hollywood, Oct. 6. Albert Lewin, production associate of Irving Thalberg at Metro-for the past six years, has signed with Paramount as a producer of important pictures, Adolph Zukor announced today. It winds up a 12-year stay at Metro for Lewin, after editing 'Good

ioday. It winds up a 12-year stay at Metro for Lewin, after editing Good Earth.' He's slated to go abroad for four months before taking up his duties at Paramount, March 1. Zukor stated Lewin also will serve in a general executive advisory capacity.

While in Europe, Lewin will line up story material for his Paramount productions. Before aligning with Thalberg, Lewin was Metro story editor and also on the writing staff. Lewin had been huddling with Sam Goldwyn for a production berth before making the Par deal David Lewis will remain at Metro say an associate producer, working with Louis B. Mayer. Lewin had riving Thalberg's production of 'Carlille' now will remain at Metro will roma Prejudice,' set Ostar Norma Sharer and Charles Laughton and Prejudice,' set ostar Norma Sharer and Charles Laughton will remain on the M-G schedule and probably will be handled by Lewis under Mayer's generalship.

McGuinness a Metro A. P.

Hollywood, Oct. 6.
Metro has upped James K. McGuinness to an associate producership. Writer moves into his new
spot without an assignment.
Metro's current production schedule is very beauv.

Schenck, on Coast, Declares He's Ready to Fulfill the G-B Terms

Kent's London Huddles

Sid Kent, 20th Century-Fox prez, has arrived here from New York, admittedly on the Gaumont-British deal which has

been stymied.
Went into immediate executive huddles with the local 20th,
G-B and Metro principals.

SPITZ DEFERS **COAST TRIP: RKO REORG**

Indications are that Leo Spitz, president of RKO, may not entrain for the Coast until RKO's prospects for early reorganization are set definitely.

Expectations are in order under these circumstances that a comprehensive plan for submission to security holders, creditors and the court, under 77b, may be soon finalized.

County and the county and county and county and county and county at the constituted themselves a committee to act for unsecured creditors in the RKO reorganization proceedings. White & Case, N. Y. law firm, is counsel for the group. Both Hodges and Moroney represent substantial unsecured claims against RKO.

Hodges and Moroney represent substantial unsecured claims against R. Hodges is of the firm of Hodges, Wilson & Vidal, Denver. He is also a director of the U. S. National Bank, of Denver, which holds a claim of \$81,271.95 against RKO. This is one of the claims which have been allowed by Federal Judge Bondy.

Moroney represents the Majestic Methods of the Calmin of

G-B SETS IMPORTANT DEAL WITH RKO IN N.Y.

Gaumont-British and RKO theatres have reached an accord on G-B product, for RKO's metropolitan New York area. With the consent of Skouras, the understanding seems of Skouras-Riverside, upper Broadway house, in order to pave the way for a circuit deal with RKO. This extricates Gaumont from a knotty jam which might have sewed up its N. Y. marketing possibilities and kept G-B from the first-run situation, here, altogether.

kept G-B from the first-run situa-tion, here, altogether.
Gaumont was in a predicament as the Riverside is in competition to the RKO 81st St. RKO would not con-sider purchasing G-B product for its circuit while that upper Broadway situation was locked out.
The deal, on the tapis, with RKO theatres is a selectivity deal on G-B's program of 24.

Jeff Bernerd's Off 'n' On

London, Sept. 29.

Stockholders of General Theatres
Corp., theatre affillate of GaumontBritish, objected to reelection of Jeffrey Bernerd to the board at their
annual meeting yesterday. Grounds
were that, due to his long absence in
the United States, he had been unable to carry out his duties as a
director.

able to carry out his duties as a director.

On a vote, Bernerd was not elected, but when chairman Mark Ostrer called a poll the decision was reversed by a heavy majority.

Hollywood, Oct. 6. Following his arrival from New York to stay on the Coast until March, Joseph M. Schenck asserted that 'as far as we are concerned the Gaumont-British, Metro and 20th

Gaumont-British, Metro and 20th Century-Fox deal will be-completed. We have initialed the final papers and are ready to carry out the terms of the agreement, Schenck said.

We have initialed the final papers and are ready to carry out the terms of the agreement, Schenck said.

The competitive concern in England which made a higher bid to the Ostrer brothers with whom we are negotiating. Islador Ostrer said that his brother, Mark, felt they should consider this offer. However, this competitor offered us \$8,500,000 for our interest in Gaumont-British, or our interest in Gaumont-British, or our interest in Gaumont-British. Schenck, who was met by Darryl F. Zanuck, William Goetz, Lou Anger and other 20th-Fox exces, asserted he will remain here to further the \$4,000,000 expansion program at the studio.

Greenfield Says Fox Always With All-Continent Co.

Atlantic City, Oct. 6.

Albert M. Greenfield, Philadelphila broker, testified today (Tuesday) that his brokerage firm collected \$500,000 commission when William Fox sold out his theatre and studio interest in 1930. He said that he and Fox bought \$1,500,000 of stock in Bankers Securities, Inc., shortly after the sell-out, and that the two scied as a syndicate to sell the stock to the stock of the stock of the sell-out, and that the two scied as a syndicate to sell the stock to the stock of the s

with All-Continent, we always senure Mr. Fox's signature on the
notes."
It is doubtful whether Fox will be
called to the stand again this week,
Last week Fox testified that he
was under the impression, at the
beginning of 1930 that he was
'worth about \$100,000,000,' but
learned later that he could sell out
for only \$21,000,000.

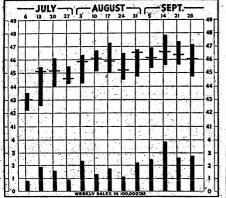
Late in 1930 Fox created the
\$7,000,000 All-Continent Corp. and
turned it over to his wife. Counsel
for creditors have openly tried to
prove the eoncern is really cowned
and operated by Fox. His wife, Eva,
testified recently she knew little
about Steventy she knew little
about Steventy she knew little
about she never had a complete
list of his assets compiled and
han't had a financial statement
since 1920.
"I never looked at my books," he
said, "I had perfect confidence in
my bookkeeper, Mr. Herbert Leitsteen."
Fox testified that he gave his

hy sockers, the steen, the same his father \$300,000 in cash a year before the latter died.

"Why isn't the transfer listed on the books?" asked Walter Hanstein, counsel for creditors, with claims of \$9,500,000 against the former film twonon.

Amusement Group Averages

(3d Quarter, '36)



Weekly high and low average of prices in representative amusement stocks in Amusement Group, listed on the N. Y. Stock and Curb exchanges, is indicated by the vertical bars in the upper portion of the above chart. Closing prices for the group each week are shown by means of short cross-bar. Lower part of chart depicts trend in volume each week. The highest point stained in this three-month period and for the year was 47%, recorded in the week ending Sept. 14. Acove 42%. After the shake-out in this week, the chart of the control of the contr

7 New Highs Made by Amus. Stocks As Market Advances on Wide Front

By MIKE WEAR

By MIKE WEAR
After drifting lower in early trading many locks rulled towards the flows of the flower of the drift was a flower of the flower o

U DUSTS ROAD BACK TO CASH ON WAR SCARE

Hollywood, Oct. 6.

Taking cognizance of the war strife in Europe, Universal has dusted off The Road Back, Eric Remarque's preachment against conflict, to put it in early production. Novel has been on and off sked for four years.

Novel has been on and on acce and our years.
Studio is angling to have R. C. Sherriff, author of Journey's End, to come here to revise script. James Whale, who directed End, will meg this flicker. Universal also is contacting Remarque to advise on production in Hollywood.

Rowland Ends Par Deal

Hollywood, Oct. 6.

His two-picture deal with Paramount washed up, Richard A. Row-laud pulls stakes at his production quarters at Educational studios to-day (Mon.), Expects in

MacLEAN-CAGNEY HAVE 3 YARNS TO PICK FROM

Hollywood, Oct. 6.

Three stories are under considera tion by Douglas MacLean and Jame Cagney for the actor's second production for Grand National rele Leonard Lee's Sateyepost yarn, 'Master Mind'; an orig by W. T. Ballard, 'Fugitive for Justice,' and an untitled story by Stanley Anderson, are

titled story by Stanley Anderson, are under scrutiny, MacLean is skeded to start the initial Capen vehicle, Great Guy, Oct 15 at Pathe. John Blystone will direct from the Jaines Edward Grant and Henry Johnson script. Charles Bickford will play a lead in sind direct Wild Mer, as his first neture for GN. Production is set for Nov. 1 start. Company, also holds option on actor for three more pictures.

Briskin Sets 8 for Oct.

Hollywood, Oct. 6. Sam J. Briskin is putting eight new pictures into production at RKO this month, making third consecutive similar period in which this has been

similar person in done.

Those coming up are 'Criminal Lawyer,' Mother Carey's Chickens,' They Wanted to Marry,' 'We, the Jury,' 'Second Man,' Michael Strogoff,' Miss Customs, Agent' and Coast Patrol,'

Goldwyn Aides to Samoa, Scrutinizing 'Hurricane'

Expects to announce his new setup in a few days.

20th Options Yellen
Hollywood, Oct. 6.
Jack Yellen has been optioned for another stretch as 20th-Fox as a writer.

He is collabing with Harry Tugenn on Wake Up and Liva.

Setutuinizing 'Hurricane'
Hollywood, Oct. 6.
Richard Day, art director, and Percy likerd, assistant director, are local for production of the Charles.

Goldwyn paid \$60,000 for this nar writer.

They're the authors of 'Mutiny on the Bounty.'

Yesterday's Prices

Splen.	High	Low.	Last. c	hg.
900 Col. Pic	4114	4014	4014	
. 306 Con. Fili				- 1/.
400 East, K.		17412	17776 .1	
13,400 Gen. El.		4000		278
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5,000 Loew	08%	.08	59% +	- 74
8,700 Paramou	nt 1814	12%	12% -	- 74
1,300 Do 2d.	of. 12%	12%	12% -	- 16
1,700 Pathe	816	8	8% +	. 1/4
13,800 RCA	11%	11	11	
1.700 RKO	7%	74	7%	- 14
2,500 20th-Fox.	8116	81	81% +	. 1
5,700 W. B	1364	1934	13%	
0,100 III 2,11.			10/4	
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· 900 Grand N.	374.	. 344	374 +	1/4
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4 33				
 New 1930 hi 				

MASS. AND N.Y.C. BALK 2.000 FT. REELS

While a satisfactory solution of difficulties on the 2,000-foot reels in Chicago looms, the ban on larger spools in the state of Massachusetts still is hanging The and the N. V. city ordinance has yet to be revamped. If the Chicago situation is adjusted, the Bay State and New York will be the ouly two remaining as a post on 2,000-footers in the U. S. Representatives and technical ex-

Big Speels in Australia.

Melbourne, Sept. 8.

RKO-Radio, Fox and Par will introduce the new 2,000-ft. speels into this country next week.

Previously only 1,060-ft. speels have been used, but with the new ruling coming into vogge in America the same will apply to Australia.

'ADVERSE' SOLO IN 44 RKO'ERS IN N. Y. CITY

Twin-bill policy of the RRO's metropolitan New York theatres will go into discard as dates demand in order to make way for the 2010 screening of Anthony, Adverse, which the chain has purchased for a. full-week showing in its 44 Greater N. Y. houses. Houses will return to their normal policy following the shewing of this film. RKO theatres switched policy previously for Midsummer Night's Dream' (WB), which was spotted on a two-day basis selectively in certain of the RKO houses.

Other lims also have been played sole by RKO theatres as occasion demanded, such as RKO's Astaire-Regers musicals.

Operators' Pineapples Has \$10,000 Suit Kickback

Has \$10,000 Suit Kickback
Pittsburgh, Oct. 6.
Claiming injuries received in an explosion step in the second of the second in the second in the second may 21, 1984, during a centroversy between union and non-union operators, Mrs. Elizabeth W. Coey and her husband, Charles Coey, filed suit in Common Pleas court last week for \$10,000 damages against the Northside Amus. Co. The explosion is alleged to have been caused by a bomb placed in the parton when house knew there was such a controversy. Coeys also charge bombings had occurred during that period in other indie houses and that Garden had taken no precautions for its patrons.

WB's New Acreage

Hollywood, Oct. 6.
Warners has added 30 acres located near its Burbank plant. Paid \$50,000 for the land.
Exterior sets will be erected on

Mystery Sponsorship of Mpls.' New Anti-New Theatre Bldg. Ordinance

SHAKESPEARE SPOTTY

Weeks For Romes' In L. A.— 'Dream' Big So-So

Hollywood, Oct. 6. First week's business of Romeo and Juliet' at the Carthay Circle here indicates that the picture will of a first week's transport of the contract of the contr

get a four-week run, and possibly six. Columbia's 'Lost Horizon' is being readied to follow 'Juliet' in, with Metro's 'Good Earth' in turn probably succeeding 'Horizon' at the

road-show house.

Metro is making an intensive drive in schools and colleges to bolster the attendance at Romeo, and Juliet showings. Lecturers are being spotted to give impetus to theatre parties among the studes.

Midsummer Night's Dream,' which was very extensively roadshown by Warner Bros, is now starting on regular release. Picture opened in 30 key spots over the weekend. Of these dates, only in New York is it playing against other Shakespearean-picture, Romeo and Juliet.'

Komeo and Juliet.'
Various committees organized during the roadshowing of 'Dream' are
cooperating with theatres on the
regular pop priced runs of the picture.

N. W.'S RECORD THEATRE BLDG.

Minneapolis, Oct. 6. Minneapolis, Oct. 6.

Biggest theatre building program since 1928 is now in progress in the territory, according to a sturvey just made. Approximately 32 houses already have been huilt this year at a cost of nearly \$1,000,000, about a dozen are in course of, construction or at the stage where work will start and. at least 15 more are being planned—six of them in Minneapolis. Houses are springing up is illustrated in the case of International Ralls, Minn. In that town of \$5,000, two new 950-seat theatres are being built. Town now has a 330-seat house, soo that, with the completion of the new theatres, it will have 2,000 seats, or

that, with the completion of the new theatres, it will have 2,000 seats, or almost one for every two residents probably a record for overseating.

THREE GRIDIRON PIX SET FOR RELEASING

Hollywood, Oct. 6.

Hollywood. Oct. 6.

Three picture football entries have been skeded for early release, RKO is first with the "Big Game," dated for Oct. 3. Paramount puts "Rose Bowl" on the field Oct. 30, with 20th-Fox trotting out Pigskin Parade.' a Ilmiversal, Warners, Columbia and Metro renegted on football yarns. All except Metro made such yarns, but without bo. luck.

Par used USC's squad in its picture. Picture got unintended exploitation through complaint from supporters of Oregon State. after their recent game that USC got early practice by performing in the film. Par claimed gridders did not work as a unit.

Rep Readies 'Mast'

Hollywood, Oct. 6. Hollywood, Oct. 6.

Republic's production of Richard
Henry Dana's Two Years Before the
Mast' is scheduled to start in midOctober. Al Levoy will produce
from the script written by Cy Bartlet and Gordon Rijby,
Studio is seeking male topper for
the finn, which will be given a
heavy budget by the studio.

\$250 Reward, \$70 Stickup

Hollywood, Oct. 6. Hollywood, Oct. 6.
First theatre stickup here in three
years netted \$70 at the El Portal.
Thief was picked up three hours
later on a tip by a taxl driver, who
won a \$250 reward.

Minneapolis, Oct. 6. A move to block the construction of any more new theatres here until the population has reached 550,000 (it's 450,000 now) is precipitating a hot fight in the city council.

hot fight in the city council.

The prohibitory ordinance, which
would place showhouses in a public
utility classification, already has
been introduced in the council and
was the storm center of a heated
hearing when proponents and opponents had their inning.

Following more than two hours of
arguments, the measure was referred.

arguments, the measure was referred to the city legal department for an

arguments, the measure was referred and the peal department for an ophilor of the peal department for an ophilor of the peal department for an ophilor of the peal of the peal

dustry has a guing in the bill's favor declared the city already is overseated and that more new theatres would 'reduce present standards' and might be a bad influence. Declaring the standards of 26 might be a bad influence. Declaring he expressed the sentiments of 26 churches, Ernest Zimmer urged, approval of the measure. Pressed by a colleague as to whether he regarded the Boulevard (neighborhood theatre) in his ward a bad influence, 'Alderman W. R. Robb said 'some very good pictures offer some bad ideas.'

The city now has 62 theatres with 51,000 capacity, or about nine residents for each seat. Several of the 62 houses now are closed.

PHILLY DUALS CASE UP FOR REHEARING

Philaedlphia. Oct. 6

Arguments for a relegaring sought by majes of the relegaring sought by majes distributed in the now celebrated distributed in the now celebrated distributed in the now celebrated distributed in the completed today in federal court here before Judges Buffington, Davis and Thompson. Decision was reserved, with likelihood that it will not be handed down for four to six weeks: Regardless of the judges for the court of the

Abbe Kids for Pix

Hollywood, Oct. 6.
Three Abbe children, Patience.
Richard and John, who authored
'Around the World in 11 Years,' have
arrived here for possible picture

Studios are being propositioned to put them in a picturization of 'A High Wind in Jamaica.'

Loop Eases Off Generally, with Big Chi Only \$27,000 on 'Jim': 'Mohics' \$10,000; 'Sing Baby,' H.O., \$6,000

(Best Exploitation: State-Lake)
Loop continued to settle down last
week and the current week opened
only with fair trade. Pleture produt seems to have lost its wallop and
the theatres are now beginning to
look around to 'stage attractions to
hold up the business.

The Chicago is wobbling this week with 'Piccadilly Jim,' attracting only \$27,000. 'Last of the Mohicans' isn't living up to hopes at the Roosevelt.

living up to nobes at the Rossevett.

'Swing Time' goes out Friday (9) after five weeks at the Chicago. Four would have been enough. 'Sing, Baby, Sing' is going into its second week at the Garrick after a record

Bany, when Garrick area week at season initial session is tepped off with the exploitation honors on the week, sweeping space and comment for the Slate-Lake show.

"Estimates for This Week Apolio (B&K) (1,200; 25-35-65)—
Adverse' (WB), (2d rum), Comes in here after fortnight at Chicago, Good week for the flicker here at \$6,000, Last week "Ziegfeld" (MG) finally scrammed out of the Loop after having been around off-and-on for nearly six months. Out with \$7,100,

flearly at Income of the Community of th

(afrish. Garriek (B&K). (990; 25-35-55)— Garriek (B&K). (990; 25-35-55)— Sing, Baby' (20th) (2d week). Good 88,000 on holdover after \$10,200, big, last week. Oriental (B&K) (3,200; 25-40)— Yours for Asking (Par) and vaude. Around \$16,000, so-so. Last week Dr. Forbes' (20th) and unit, good, stin 000.

'Dr. Forbes' (20th) and unit, good, sit5,000.
Falace (RKO) (2,500; 35-55-75)—
Swing Time' (RKO) and 'Shooting High' unit (5th and final week). Finishes Friday (9) after three-and-ahif big weeks and about 10 days of mediocret rade. Slipping fast currently to \$15,000, just fair. Last week good \$17,700.

\$17,760.
soevelt (B&K) (1,500; 35-45-65)
st of Mohicans' (UA) (1st
). Hardly better than \$10,000.
't caught on. Last week 'GenDied' (Par) (3d week), oke,

eral Died" (Par) (3d week, o.e., \$8200...\$, \$8200...\$, \$1,200...\$, \$2,500...\$, \$2,500...\$, \$1,500...\$,

u suck longer; \$13,000. Big \$18,-last week.
langer (1,200; 55-83-\$1.10-\$1.25)—
neo and Juliet' (MG). Out Satlanger (1,200; 55-83-\$1.10-\$1.25)—
towards finish and faded to \$8,weak, for finale.

'Adverse,' \$10,000, Tops in Indianapolis

Indianapolis, Oct. 6.

Rest Exploitation: Girdele Anthony Advantages with the price being upped as hit to the 55c, top mark, is hitting a swift pace at the Circle, that, indicates a substantial \$10,000 on the week. 'Give Me Your headlinning with a yaude show, and the control of the control . Indianapolis, Oct. 6.

Estimates for This Week

Estimates for This Week
Apolis (Fourth Aye) (1,100; 25-40)
—Ramona (20th-Fox). Second week
is good at \$3,750. Same pic in its
first week did dandy \$6,000.
—Clrete (Monarch) (2,800; 25-35-55)
—Anthony: Adverse* (WB). Tilted
stong \$1,500 and \$1,500 and \$1,500 and \$1,500
Last week and graph of the packet
Last week and second packet
(Par) lightweight at \$3,900 at 40c. top
(upual) scale.

(Par) Hearth and Son Comes Home (Usual) scale ght at \$3,500 at 40c. top (Usual) scale ght at \$4,500 at \$4,

'RANGERS,' 20G, B'KLYN

Drawing Best Biz as Borough Goes for Hoss Opry.

Brooklyn, Oct. u.

(Best Exploitation: Fox)

Anything can happen in the city of churches and it usually does. This week unexpected is occurring

Palvian's Fox, where Texas at Fabian's Fox, where "Texas Rangers' and 'Alibi for Murder' produced record biz and necessitated

duced record biz and necessitated temporary shutdown of b.o. House will get magnificent \$20,000 and holdover another week. Fox, as rule, is one-week run house. The standard of the standard sta

ups. Estimates for This Week

"Sitting on Moon" (Rep.), \$15,900, good.
Met (3,400; 25-35-50)—Last of Mohicans" (UA) and 'Kelly the Second' (MG). Dualers expected to get okay \$17,000. Last week', Gorgeous Hussy' (MG) (2d week), \$18,000, fine. Far (4,000; 25-35-50)—'Anthony Adverse' (WB) (3d week), \$18,000, fine. Last week splendid \$1,000.

Crowd' (U) and I am Fugitive from Chain Gang (WB) \$7,000, good. Last week Three Married Men' (Par) and 'Trouble Ahead' (Atlantic) \$5,000, satisfactory.

'GODFREY' DUSTING OFF **WASH. FOR BIG \$19,500**

-Washington, Oct. 6. (Best Exploitation: Capitol)

Big interest this week is 'My Man Godfrey,' which is bidding to wind up first week at Keith's with sock Big interest this week is "My Mani Godfrey," which is bidding to wind up first week at Keith's with sock \$19,500. Fic helped greatly by following flave-week run of "Swing Time," during all ord which time Powell-Lombard combor was satisfied with average takes except Palace, which looks to roll up smash second week with Great Ziegfed Capitol for including Luy-Great between gals on street and flock of yarns on former Ziegfeld beauties in line.

Estimates for This Week Belasco (Radin) (1,100, 125-35-50)—Thinner at Eight (MG) (revival)-Opened last night (MG) (revival)-Opened (MG) (

(WB) (2d run) pulled oke \$5,000 for third week downtown.
Palace (Loew) (2,363; 25-25-60)—
(Great Ziegfeld' (MG) (2d week).
Second stanza at pop prices alming at big \$10,000. Last week same pic, \$19,000; very good.
Rialto (Inde): (2,160; 25-30-40-50)
—Grand Riote' (MG) (revival) stoud get oke \$4,200 in 10 days.

Adverse, 13G, Montreal

(Best Exploitatine: Capitol) of 6.

(Best

Boulevard' (Par) and George Olsen orch.
Princess (CT) (2,300; 50)—Ramona' (20th) and 'Back to Nature' (20th) Grown of Section 1988 (1988) (20th) Grown of Section 1988 (1988)

'Zieggy' \$16,000 In Det.: All **Houses Open**

Best Exploitation: Madlson)
Town has highest number of first runs, seven, in more than year, and coin is pretty well distributed. Another, vauddimer, Downtown, joins the parade Oct. 16 and loop will be minute a dark house for first time in Highlight currently is the pop price showing of Great Ziegfeld at the United Artists. Aided by upped scale; 40-50-75, over the usual 30-40-58, kicker is zooming for \$16,000. Two vaudeslimers, Fox and Michibath Such and the Michigan playing Cap of the Cap

Desperado.

Josephan of 'Swing Time', Madison den't miss a trick. Had tieups with Packard on Fred Astaire; put on big opening Friday eve; used plenty of street car cards and daily press ads; got reams of copy and art on pic in press on flicker and new Mirrorphonic sound stuff; plus radio niles. etc. plugs, etc. Estimates for This Week

Estimates for This Week
Adams (Balaban) (1,700; 25-40)—
'Two in Crowd' (U) and 'Shakedown'
(Col), dual. Slightly above average
at \$5,000. Nice \$5,300 last week on
'Met in Taxi' (Col) and 'Yellowstone'

'Adverse,' 13G, Montreal Sports Big Opposish But B'way OK: 'Craig's Wife' at \$80,000. 'Queen' 32G, 'Dream' Grind 25G

(Best Exploitation: ACA)

Broadway is being tamed down a
bit this week with many factors
combining against top gross possibilities but on the whole the film theatres are doing well enough to

theatres are doing well enough to keep aspirin sales from going up. The World's Series, football games and also on Saturday (3) the Bellmont Park Futurity, which drew tremendous crowds, constitute the boxoffice enemy of the week. In considered many of the week. In the considered many of the week in the considered many of the week in the considered many of the week in the well and the well as were as the week of the well as the well as

The Devil is a Sissy" is next here and may come in Friday (16), with Telegry going a fourth lap. A fifth is dependent of the control of the c

not far behind the second week's take of \$40,000 and goes a fourth

take of \$40,000 and goes a tourth week. Criterion (1,602; 25-55-75-85-\$1.10-\$1.25)—Give Me Your Heart' (WB) (3d-final week). Very profitable opener for house, third week ending last night (Tues.) adding \$15,000 to take which was \$20,000 second week and \$38,000 the first, 'Ramona' (20th) Succeeds.

and solve the inst. Equipment (2017) succeeds.

Palace (1,700; 25-35-55)—"Two in Crowd" (U) (1st run), and "Thank You, Jeeves" (U) (1st run), dualed. Maybe \$10,000, good. Last week's single bill of 'Swing Time' (RKO), \$11,000.

\$11,000.

Paramount (3,664; 25-35-55-85)—
Texas Rangers (Par) and Will Osborne orchestra (2d-final week), Got \$89,000 last week (1st) and on second at \$29,000, ending last night (Tues.) holds to a good figure. Valiant is Word for Carrie (Par), with Enric Madriguera orchestra, John Schrieb Madriguera orchestra, John Stuccedeline Gray as the pit show, succeeding the second property of the

(Trues,) Holds to a good agure. Vastification of the control of th

Hussy,' 2d Wk., Big \$5,000 in Portland

Portland, Ore, Oct. 6.
(Best Expleitation: Parameent)
All biz shows a terrific air of opmism. Grosses are climbing

All biz shows a territic air of op-timism. Grosses are climbing steadily and resching the point where \$4000 no longer means it's worth holding the pic. J. J. Parker theatres are booked up solid with strong pic product for nearly four months in advance, with not an available week in sight to take gare "Gorgeous Elissy" is wowing them in a second stanza at the UA. "Gen-eral Died at Dawn' is answering strongly to top exploitation pressure turned on by the Evergeen Para-dose of billboards to sell "General" well in advance. Estimates for This Week Broadway (Parker) (2,000; 30-40).

well in advance, This West

Branch of the Control of the Control

Branch of This West

Branch of This well of strong

competish and going for locky \$6,500.

Last week China Clipper (FN) and

Case of the Velvet Claw (FN) got

fair \$5,500.

Last week China Clipper (FN) and

Case of the Velvet Claw (FN) got

fair \$5,500.

Branch of This This This West

(A00; 30-40) —State Fair (Fox), Te
vival, and There's Always Tomor
row (U). Getting fair \$2,500.

Last week (admish \$3-55) Marcus' musi
cal road unit, 'La Vie Parce, billed

above pic Kelly the Second' MG),

and register the \$5,700.

Branch of Branch of Branch of Branch

(BKO)

(30 wk), Fair \$3,000.

Last week 'Swing Time' (RKO)

(WB) fell of slightly in second week

to fair \$4,100, with first week (criftic \$5,000.

(WB) fell of slightly in second week

to fair \$4,100, with first week (criftic \$5,000.

First week closed in the really big

money at \$7,200.

Heat, World Series Airings Hurt Pitt. Grosses; 'Godfrey,' 5th Wk., \$7,000

Pittsburgh, Oct. 6.

(Best Exploitation: Penn)
Only 'Great Ziegfeld' at Penn this week managing to withstand com binstion of Indian summer and World Series. Broadcasts of Yank-Giant games have been murdering mat trade and return to abnormally warm weather after couple of chility weeks isn't helping matters any lack of usual turnover, "Ziegfeld' should pass \$20,000 mark, which makes it practically a cinch for a h. o., although that hadn't been deter-mentally to a late hour yesterday. "Still pulling em in at Fulton is bination of Indian summer and World

should pass \$20,000 makes it practically a cinch for a h. o. although that hadn't been determined up to a late hour yesterday.

Alabama with 'Gorgeous Hussy' spent more than usual on advertising (ISIII) pulling 'em in at Fulton is 'My Man Godfrey' which will hit around \$7,000 in fifth, and stays for sixth, getting under way tomorrow (We pretry dall. Local pull of Dick Powell, together with publicity attending recent marriage to Joan Blondell, boldetering weakness of their Stage Struck' at Stanles somewhat the state of t

helped by Louis-Ettore fight picture, and koay in eight days to \$7,500 at 1,000 at 1

Walking on Air (RKO) and Grand Jury (RKO). Medicre, dual will get only medicre cross. Maybe \$4000 or perhaps a bit better. Last veek 'Swing Time (RKO) swell at \$7000 in six days after \$20,000 week at Stanley previously.

'JANUARY,' 'SHOW BOAT, TRISCO' TOP SYDNEY

Sydney, Sept. 8.

Sydney, Sept. 8.

Vacation time has been kind to
the managers here and brought
plenty to the houser' (Fox)
out after three splendid weeks,
while 'San Francisco' (MG) and
'Show Bod' (I) still maintain a record level. 'Private Number' (Fox)
got away to a great start with Robert
Taylor in number one spot on femme
biz. 'Prisoner of Shark Island'
(Fox) did nicely on opening and
should get something.

Ti's Love Again' (GB) and 'Secret
Agent' (G-B) are giving the British
a great break. 'Whipsaw' (MG) is
a surprise hit and likely to run four
weeks.
Biz generally has been good, with

a great break. "Whipsaw' (MG) is a surprise hit and likely to run four weeks.
Biz generally has been good, with current lineup, including, Princess Comes Across (Par) Early to Bed' (Far) 'Crash Donavan' (Uni), 'Fang and Claw' (RKO) Someling-Louis Battle--(RKO), and 'Last Outlaw' (RKO).

Melbourne, Sept. 8.
Oke biz here currently with 'The King Steps Out' (Col). 'The Unguraded Hour' (M-G), When Knights Were Bold' (AD), 'Secret Agent' (G-B), 'Till We Meet Againt' (Par), and 'The Lady Consents' (RKO) tops.

B'HAM RECOVERING

Pokes Resting After Fair Spree 'Hussy' \$7,000

Birmingham, Oct. 6.

(Best Exploitation: Alabama)
State fair is over and now the
pockketbooks have got to recover before picture business gets back to normal Houses are in for a mod-erate week despite some good lay-

CINCY

Cincinnati, Oct. 6.

(Best Exploitation: Albee)
Trade currently downtown is evenstephen with last week, which is
pleasing in view of present limited
bination of opposels from world
series radioing, delightful autumn
weather, night college football games,
political broadcasts by national, state
and county office seekers, and openand county office seekers, and openDowns, nee Coney Island, with 40c,
gate.

IME. or as-duly accurage laces a Anna-Downs, nee Concy Island, with 400-1 Dodsworth is the topper at \$15,000 for Albea. Devil Is a \$5.85x/, at the Palace, is lining up \$11,500. Keith's is having a big week with Old Hutch,' for \$7,000. Only other new release, Lady Be Carent and "Anthony Adverse,' is concluding three weeks at Shubert with \$5,000 and Ramona' is second-weeking at Capitol for \$5,000. Smalle Grand has 'Swing Time' for fourth down-town week at \$3,000. Smalle Grand has 'Swing Time' for fourth down-town week at \$3,000. Smalle Grand Michael Kavanaugh, UA exploiter, and RKO blurbers contacted Jenny's shop for press ads and window dis-playe linking pic with women's ap-pared fachions. Annusement pages pared fachions. Annusement pages are reviews.

commanded by Lodsworth art and rave reviews.

Estimates for This Week
Albee (RKO) (3,300; 35-42)—
'Dodsworth' (UA). Strong \$15,000.
Last week 'Ramona' (Fox), \$13,000, kood.

spiit, \$2,500.
Grand (RKO) (1,200; 25-40)—
Swing Time (RKO) returned for fourth downtown week and \$3,000.
nice. Last week 'Godfrey' (U) '(3d) week', \$4,000. swell.
Kelth's (Libson)

tolira downlown week and \$5,000, tolira downlown week and \$5,000, tolira week). \$4,000, swell.

week). \$4,000, swell.

week). \$4,000, swell.

the statisk (Libson). 41,590; 39.401—

'Old Hutch' (MG). A lining at \$7,000, tolira week. Wives Never Know' Farry \$6,000, dandy).—Lady is at \$15,000. Last week "Pepper" (Fox, \$5,500, nitty.

Palace (RKO) (2,600; 35-42)—

Devil is Sissy' (MG). All right for \$11,300. Last week (Pepper" (Fox, \$15,000. Last week (Pepper" (Fox, \$15,000. Last week. \$1,500. Strand (Ind) (1,300. 15-25)—

Strand (Ind) (1,300. 15-25)—

Strand (Ind) (1,300. Last week. "Poor Little Rich Girl" (20th), "Private Number" (20th), \$1,600. Last week (Poor Little Rich Girl" (20th), "Private Number" (20th), \$1,600. Last week (Poor Little Rich Girl" (20th), "Private Number" (20th), \$1,600.

National 1st Runs UNIVERSAL.

23.
Wives Never Know, Uptown,
K. C., 9; State, P'lland, 15;
Orph, St. L., 16; Tudor, N.O., 17,
Murder With Pictures, Lyric,
Mpls, 16; Warfield, S. F, 16; Met,
Wash, 16.

Wash, 16.

METRO
Plecadilly Jim, Warvick, K.
C. 8: New Arion, Mpls, 20;
Strand, Des M, Nov. 8.

UNITED ARXISTS
'Dodsworth,' Strand, Scranton, 9; Valentine, Toledo, 9;
Aldine, Wilmington, 9; UA, SF., 8

"Gay Desperado, Music H.,
N. Y., 8; New, Balto, 9; Lib,
Scattle, 18; Albee, Prov. 23
"Last of the Mobleane;
Warner, Bos., 8; Regent, Ottawa, 9; State, Mpls., 9; B'way,
Ptland, 10; Primees, Sioux C.,
10; Shea's, Erie, 11; Carolina,
Charlte, 22; Queen, Galveston,
24.

HEART'-TENSION' LEAD OMAHA DUALS, \$7,800

Omain, Oct. 6.

(Best Exploitation: Orpheum)
Continued value at all houses makes for a satisfactory week. Orthogon makes for a satisfactory week. Orthogon May France in leader with the satisfactory of the continued with the satisfactory of the continued with a more than a will follow closely with (Girls Dormitory and Brandels is coming through with a more than houses double billing, but it's the first line that counts.

A new outside connectitive factor enters the picture with the opening factor of the continued with the opening state of the continued with the opening state of the continued with the continued with the opening state of the continued with the contin

Hearts Hee News.

Estimates for This Week

Brandels (Singer-RKO) (1,250; 25-50)—Craig's Wife (Co) and Medical Comment of the Medical Comm

\$72.00. Complete the control of the

Rex Lease's Jam

Los Angeles, Oct. 6

Los Angeles, Oct. 6.
Rex Lease, cowboy actor, received
a five-day suspended jail sentence
last week in night court on a drunk
charge,
Police asserted that the actor attempted to commit suicide at the
home of Lawrence Abbott, glashing
his wrist with a razor blade

Cooper Draw Gets 'General' \$18.000 in Philly; 'Scotch Mary' \$17,000 at Fox

Dodsworth,' \$10,300. Tops in New Haven

Rest Exploration: Folly

Business recommendation of the commentary of the commentary

etc. Campaign also included radio plugs and special editorial page comment. Estimates for This Week College (Loew) (1.55; 35-50)—Swing Time (RKO) (2d wk). Should each satisfactory \$3,550. Should each satisfactory \$3,500. Faramount (M&P) (2,348; 35-50) Wedding Present (Par) and High Tonsion (2014) west (Par) and Shoulder (Far) and Shoulder (Par) landed typical Ruggles-Boland \$5,500; fair enough. Shoulder (Par) landed typical Ruggles-Boland \$5,500; fair enough. Poll (Loew) (3,640; 35-50)—Enocythology (MG). Paced at nice \$10,300. Last week 'Swing Time' (RKO) topped town with nitty \$12,500. Enocythologous (Par) and Cast West' (CB). Big opening, holding up for okay \$6,500. Last week 'Mohicans' (UA) and Walking on Air' (RKO) close to same figure.

'SWING' TORRID IN BUFFALO. \$20,000

Best Exploitation: Great Lakes)

'Swing Time's setting the pace for all attractions ime's setting the pace for all attractions ime's setting the pace for all attractions in Buffalo this week. Getting under way with a terrific will do capacity and its figure for the opening week will top anything the house has had all season. Takings elsewhere are quiet.

Exploitation honors to the Exploitation and music angles especially stressed. Packard bannered and paraded their cars, filled dealers' windlenty of the Exploitation of the Exploita

second week in town; not so guou, \$6,700. Latsyette (Ind) (3,400; 25-35)— 'Adventure in Manhattan' (Col) and Trapped by Television' (Col). About which the house has struck the lass few months. \$7,500. Last week 'My Man Godfrey' (U), nice second stan-za for this. Over \$9,000.

FILM PLANE CRACKUP KILLS 4 OUTSIDE CHI

Three men and a woman, of whom three were employees of the local Wilding Picture Productions, were killed in an aeroplane crash last week while attempting to photograph. the Burlington railroad's streamlined Zephyr train. Plane was flying at about 70 feet when it down into the ground. Those killed were Wilma Shuesler, script writer; Ralph Biddy, cameraman, newsreel photog and freelance producer; Howard Adams, director, former sctor and radio announcer; Oscar Hanold, gilot.

Philadelphia, Oct. 6,

(Best Exploitation: Boyd)

Flock of new films downtown are providing a little extra activity this week, although a couple of the late arrivals don't look any too strong.

Cary Cooper's following plus some at Dawn' a good if not a censational 18,000 week at the Stanley, and it's almost certain to hold for a second. 'sig Broadcast' underlined, Mary of Scotland' was figured for a holdover, at the Fox, but \$17,000 and holdower, at the Fox, but \$17,000 and holdower, at the Fox of the worse this week meant a division of exploitation attention, but 'My Man Godfrey' at the Boyd got the benefit of a good campaign, including tie-ups with news-dealers and book-stores.

including tie-ups with news-dealers and book-stores.

Estimates for This Week Aldine (1,300, 40-55-65)—Dodsworth' (UA) (2d week). Still soing strong with \$12,000 this week and a record-breaking \$19,000 led the town. Arcada (600; 25-46-50)— 'Son Comes Home' (Par). First run unusual for house. Mild \$2,000, Last week, Yours for Asking' (Par) (2d The Common Com

vaude with Benny Meroff and Miss America helped, nice \$15,500 on six-day are '(3,000; 40-58-65)—Mary of Scotland' (RKGO). By no means what was expected and gets only a week; \$17,000 is some over house average. Last week. Stage Struck. (WB) and only \$14,000 (disappointing. Barlion (1,000; 25-35-40)—Road to Glory' (20th) (2d run). About \$2,300, Laix Lest week Swing Time (KKO). (Entry '(20th) (2d run). Bentla's (2,000; 30-40-50)—Great Zlegfeld' (MG). (2d run). Good \$2,200. Last week 'Great Zlegfeld' (MG) got \$17,500, excellent, in eligh-day second week of first legislating the second week of first Stanton (1,700; 30-40-50)—Great Stanton (1,700; 30-40-50)—Steven Sinners' (G-B). Fairish at \$4,800. Last week 'Gort Time Incose (RKO) just managed to break \$5,000.

'DODSWORTH' ON DUAL \$16,000 IN PROVIDENCE

Providence, Oct. 6.

(Best Exploitation: Loew's)

While new programs are generally attractive, here's one house in town running away with the honors. That double bill on tap headed by 'Dodsworth.' Going is plenty big and takings are going to '\$15(00).

Loew's ran away with campaign honors, this being largely time to cohort the being largely time to the being largely time to the being largely time to the being largely and largely separated cases used 'Dodsworth,' professors being very helpful by spearated cases used 'Dodsworth,' professors being very who in five which years are the being largely who in the best of the being largely time to the bein

Estimates for This Week

up with a plea to see film.

Estimates for This Week
Albee (2,200; 15-25-40)—My Man
Godfrey' (70) (2d week). House
staggering films to get a break on
product. This stanza \$5.500, not bad.
First week \$5,000. 15-25-40)—Isle of
Fury' (WB) and vaune Pace still
holding up; this week \$6,500, oke.
Last week 'State Fair' (20th), reissue, \$5,800, not bad.
Last week 'State Fair' (20th), reissue, \$5,800, not bad.
Last week 'State Fair' (20th), relacew's State Jair' (20th), They fifet in
Taxi' (Col), dual. Great \$16,000.
Last week 'Zlegfeld' (MG) had advantage of tilted prices, but slipped
on a holdover to \$1,000, 0.5-05.

Majestie (Tay) (2,200; 15-25-40)—
Majestie (Tay) (2,200; 15-25-40)—
Ween New Yee's Know' (Pac) and
Lady be Careful' (Par), dual. Once
again 'Thursday opening proves
distinct advantage to house, first day
being capacity and a leader to
\$7,000. Last week 'General Died'
(Can) not so good and not so had at
\$7,000.

Dick Merrill, Sarah Churchill No. Draws in Boston; 'Godfrey' \$25,000

Boston, Oct. 6.

Two treak stage attractions, medium film fast general particular to the properties of the properties of

Estimates This Week
Boston (RKO) (3,000; 35-50-65)—
'Star for Tonight' (Fox) and stage
ahow with Joan Marsh, Sarah
Churchill and Vic Oliver, Just
medium \$20,000, Last week 'Don't
Turn 'Em Loose' (RKO) and 'Glori
fed Follies' unit, very pleasing, \$27,100.

Folies' unit, very pleasing, seionial (Loew) (1,600; 55-83-0-\$1,65 in Romeo' (MG) (5th k) phint (RG) (1,600; 1,600

sek. Keith Memorial (RKO) (2,900; 25-59)—Godfrey (1), Drawing tko night trade with matinees tatively light, Good 255,000 for th days and certain of one more bek. 'Swing Time' (RKO) (4th sek) had satisfactory finale at 000

week. Swing Time (RRO) (4th possible of the control of the control

over weekend, getting \$9,000, over average. Last week (Clipper' (WB) and Love Begins' (WB), dual, very good, \$10,000.
Scollay (M&P) (2,700; 25-35-40-50) Scollay (M&P) (2,700; 25-35-40-50) Scollay (M&P), both 2d rushing the Last (WB), both 2d rushing the week good \$4,500 on (General Died' (Par) (3d run) and Three Married Men' (Par) (2d run), dual.
State (Locw) (3,200; 35-40-55-65)—Ziegfeld' (MG) (2d week), okay \$13,000. First week very good, \$17,-200.

Acad Tech Execs

Hollywood, Oct. 6.

New executive committee which will govern Technician branch of the Academy of Motion Picture Arts and Sciences this year includes John Arnold, Farciot Edouart, Fred Gage, Nathan Levinson, Wesley G. Miller, Van Nest Polglase and Ray Wilkinson.

Arnold, Levinson and Polglase will represent the branch on the new Acad board of governors.

biz. It's playing the Varsity and not going bad at \$1,300.

Estimates for This Week.
Liberty (LTC) (1,20) 10-15—
Three Mesquiteers' (Rep.) plus 'Love, thome,' (U), split, with dual 'King of Split of the Common of

'ZIEGGY.' \$7.000. 2D DENVER WK.

(Best Expiditation: Denham)

'Stage Struck' is going strong at the Denver and goes to the Aladdir for second week. 'Great Ziegfeld' is sailing along nicely in second week at the Orpheum and doing about 50% of opening week's gross 'Ramona loing nicely.

Rain last night (Monday) dented takes slightly.

Best exploitation goes to the Denham, with its \$3,000 offered in two drawings, while the Huffman the lattes have a mere \$900, a Ford and an all-expense round trip to Chicago to offer.

Estimates for This Week
Ahaddin (Huffman) (1,500; 25-4050)—Ramona' (20th). Following a
work at the Davier of Following a
work at the Jane of the College o

nive days to finish the week, \$4,000, poor.

Denver (Huffman) (2,500, 25.35-500)
Singe Struck (FX) and State (FX)
Singe Struck (FX)
Singe

1st Runs on Broadway (Subject to Change)

Week of Oct. 9
Astor—Romeo and Juliet'
(MG) (8th wk),
Capitol—'Great Ziegfeld' (MG) Capitol—'Great Ziegfeld' (MG) (4th wk). Criterion—'Ramona' (20th)

(6). Music Hall—'Gay Desperado' (UA) (B).

Paramount—'Valiant Word for Carrie' (Par) (7).

Rialto—Lady Be Careful'

(Par). Riveil-'Dodsworth' (UA) (3d

Rexy—'Dimples' (20th). Strand — 'Midsummer Night's

Strand — 'Midsummer Night's Dream' (WB) (2d wk). Week of Oot. 16 Astor—'Romeo and Juliet' (MG) (9th wk), Capitol—'Devil Is a Sissy'

Capitol—'Devil Is a Sissy'
(MG).
Criterion—'Ramona' (20th)
(2d wk).

(2d wk).

Pasameunt – 'Valiant W or d
for Carrie' (Par) (2d wk).

Riatte—'Longest Night' (MG).

Rivoli — 'Dodsworth' (UA)
(4th wk).

Rowy—'Dimples' (20th) (2d

wk). Strand—'Cain and Mabel' (17).

'DREAMS' \$6,000 **ONLY OKE IN FRISCO**

prices (40c top) at the St. Francis, after three weeks at \$1.50 at the Geary almost a year ago, is only oke at \$6,000. Very little was done in at \$0,000. Very little was done in the way of ballyhoo, although some trade was drummed up during the previous week by a trailer.

previous week by a trailer.

St. Francis, which usually goes in for long runs, will keep 'Dream only one week if trade continues as is longer crowds this week with 'Gorgeous Hussy' at the former and 'Dimples' at the Fox shirely Temple is pulling them in at the Fox which should do its best biz since F-WC took over operation of the Fox several content of the fox several c

Estimates for This Week

broadcasts.

Estimates for This Week.
Embassy (RKO-Cohen) (1,512; 30-35-40)—Swing Time (RKO) (2d run). Moved here after three weeks at Gate. Fair, \$3,500. Last week.
Fox (F-WC) (5,001; 30-35-40)—Dimples' (20th) and Velvet Claws' (WB). Strong at \$21,000. Last week Ramons' (20th) and "Hollywood Bloom (20th) and "Hollywood Bloom (20th) and "Hollywood Bloom (20th) and "Hollywood Bloom (2d Ramons' (20th) and "Hollywood Bloom (2d Ramons' (20th) and "Hollywood Bloom", 1500—Sheep (1900). Last week Ramons' (20th) and "Hollywood Bloom", 1500—Sheep (1900). Last week (2d) "Hollywood Bloom", 1500—Bord (1900). And stage show. Back to normal prices. Average \$16,000. Last week (2d) "Swing Time' (RKO), good \$11,500. G.M) (2,440; 30-35-40)—Ord; G.M) (2,440; 30-35-40)—Ord; G.M) (2,440; 30-35-40)—Parameount (F-WC). (2,740; 30-35). Parameount (F-WC). (2,740; 30-35).

\$10,000.

Parameunt (F-WC) (2,740; 30-35-40)—'Gorgeous Hussy' (MGM) and 'Three Married Men' (Par). Big \$22,-000. Last week (2d) 'Piccadilly Jim' (MGM) and 'Pepper' (20th) n.s.g. at

(MGM) and Pepper' (20th) n.s.g. at \$9,000.
St. Franck F.WC. (1.470: 30-35.
W. Franck F.WC. (1.470: 30-35.
St. Franck F.WC. (1.470: 30-35.
W. Tosan' (1.470: 30-35.
W. Tosan

More Grosses

Additional box-office gross stories will be found on page 25 of this issu:.

Mary Astor Helping 'Dodsy' to Top L. A. Trade; 'Romeo' Slow at \$13,500, 'Swing' Holdover \$21,500; Par Anemic

Los Angeles, Oct. 6.

(Best Expleisation: Cartay Circle)
Currently the b.o. Iament is between tourists seasons and beginning of the football sessions. Both points ting from the seasons. Both points of the football sessions. Both points ing from the seasons and beginning of the football sessions. Both points ing from the street when these two enemies turn up annually.

Best showing of current week for trade are the two Warner houses, Doddworth the season of the

on a carnival atmosphere, was around six weeks.

Estimates for This Week

Carthay Circle (Fox) (158; 5533-41.0-41.65)—R on e o (MG).
Drew in hit shy of \$5,000 for opening nite with \$5.50 top, Second day that the standard stand

(Col) and 'Wives Never Know' (Par) dual and stage show. It's Jimmy Starr, local columnist, who is helping this duo of weak sisters cop some coin for the house. Take will hit around \$44,500 which is weak lit around \$44,500 which is weak and the single stage show. With upper bracket pic minus names, house was minus profit at \$11,400.

340,500 minus names, house was minus profit at \$11,400.

340,500 minus names, house was minus profit at \$11,400.

340,500 minus names, house was minus profit at \$11,400.

340,500 minus names, house was minus profit at \$11,400.

340,500 minus names, house was minus profit at \$11,400.

340,500 minus names, house was minus profit at \$11,400.

340,500 minus names, house was minus profit at smart pace and will hit the \$11,000 minus names, house was greatest \$18,300. Last week, first, was greatest \$18,300. Last week, first, was greatest \$18,300 minus names, house h

'DREAM' \$12,700, NICE, IN ST. L.

St. Louis, Oct. 6.

(Best Exploitation: Missouri)
Two Shakespearean films, two
stage shows and wealth of good
screen fare at big berthas give
Mound City riato a big league atover biz and with ammual Veiled
Prophet parade and ball thrown in
for good measure, town has taken
on a carnival atmosphere.
Missouri, with a standout campaign on Midsummer Night's Dream;
opening and house is in for \$12,700.
Pix was really sold to nabes and
schools.







Baltimore and Rochester pre-release runs prove lure of 20th's smash cast!

20th thrills the trade again with another hold-over knockout! Sell-out grass in Rochester tops "To Mary—with Love" and "Private Number"! Traffic-blocking Baltintare business assures 2nd week! Plan your extended run now ... and oil your ticket-machine for high-speed action!

Janet Loretta Constance.
GAYNOR · YOUNG · BENNETT

Ladies in Love

WITH

SIMONE SIMON DON AMECHE - PAUL EUKAS

TYRONE POWER, Jr. Alon Mowbray

Directed by Edward H. Griffith Associate Producer B. G. De Sylva

Screen play by Melville Baker Based on the play by Ladislaus Bus-Fekete

Darryl F. Zanuck in Charge of Production



THE KEYSTONE OF YOUR FUTURE

Ferry's London Revue Has Chance. 25% Salary Cut Shaves Overhead; Fresh Coin; Ruth Etting's Walk

Transatlantic Rhythm, splash musical, aren't over yet by a long shot, though the revue is running here

though the revue is running here and has a good chance of getting straightened out. A 25% cut which went jinto effect this week further, helps the general situation.

Show opened at the Adelphia Thursday (1), 25 minutes late, with the management and actors debating things until the very minute of curtain rise. Salaries had not been paid for the end of the Manchester breaking the salaries had not been paid for the end of the Manchester the preceding Saturday and opened here without: a single rehearsal, meaning, that stage-hands and electricians were completely unfamiliar with the routine.

Jimmy Donahue, who bankrolled,

and electricians were completely un-familiar with the routine. Jimmy Donahue, who bankrolled, had put up more money than he agreed, and figured his \$110,000 was enough. Production was extra heavy, however, and washed up the coin. Much secretiveness here about a new backer, but understood that Jules Bache, the broker, stepped in with a little coin to help Felix Ferry tide over at the last minute. Also there is a mysterious American named Al Cohen, from Chicago, who is under-stood to have put up \$25,000 to help out.

When the show opened in London When the show opened in London the audience was surprised to find a splendid production, carried out with no apparent hitches. Applause was heavy all around, with all the principals scoring heavily. Newspapers spoke glowingly of the show the next morning, but second night saw only the second of the show the second of the show the second of the second

\$2,000 for the performance. Ruth Etting announced that she would play only on opening night to help out the remainder of the cast. She sails for America tomorrow (7) and was replaced in the show by Dorothy Dark, a clever girl, who proved most acceptable. However, and Principals and bothers have held several meetings to figure thouse and extended the several meetings to figure things out, including salary cuts all around. As lined up at present, the show cannot break even, if playing to capacity. House management agreed to reduce the guarantee rent and percentage if all the actors take a cut. Company then agreed to a 25% cut all around, which reduces the nut to approximately \$20,000.

which reduces the nut to approximately \$20,000.
Stimulating factor is that the libraties have offered to make a heavy purchase if guaranteed the show will straighten itself out on internal bickering and continue indef.

The America headliners, Lupe The America headliners, Lupe The America headliners, Lupe The America headliners, Lupe The America headliners are the hits of the revue and Bubbles, calls nightly and collects their pro rata salary before each performance on an or else basis. This is the show known originally as Ferry Tales. Ferry's Roumanian citizenship was brought into the British press with news of the backstage difficulties.

Garland Wells, managing director of the Clapton Greyhound stadium, or the control of the Clapton Greyhound stadium.

of the Clapton Greyhound stadium, in answer to a report that "Transat-Iantic Rhythm' had been acquired by a London syndicate, confirmed and stated that he has an interest in the

'Ziegfeld' on 3-a-Day For Run in Sydney

'Great Ziegfeld' will premiere here around Sept. 30th for Metro at its own theatre. Pic comes in when the run of San Francisco' concludes.

the run of 'San Francisco' concludes.
Ziegfeld' will run on a three-aday policy as a complete show, with
not even a short or newsreel in support. Hal Carleton, Bill Tinkler, and
Mike Lustig are handling the exploitation.

Sue Porto Rico Exhib

Mascot Pictures Corp. on Monday (5) filed suit in the N. Y. supreme court alleging breach of contract against Rafael Rurios Cobian, presi-dent of United Theatres, Inc., of San

Mascot claims Cobian ran out on \$1,000 contract for Mascot pix, which the defendant was to exhibit in Porto Rico cinemas.

Americans In London

Marc Connelly here again. Carl Hyson and Peggy Harris are

Tucker McGuire and Jack Arnold return to London in February to feature in a new Gaumont-British

Dave Bader sharing an apartment with Frank Rubens.

Earl St. John, general manager of Paramount Theatres, away from his office for a few days due to indis-

position.

Courtenay Terrett scripting the next Paul Robeson picture for Capitol Flims; Thornton Freeland is to direct.

Alfred Goulding scripting and directing the next Sidney Howard picture for Herbert Wilcox; may be titled 'Splinters in the Alt.'

Cliff 'Fischer off to France for three weeks vacation, after which he begins to line up his next New York show.'

If Monta Bell does another picture in the second of the s

York show.

'If Monta Bell does another picture in England it will again be for Alexander Korda, and will be titled

ander Korda, and will be titled Troopship. Chick York stayed behind, after shipping, his wife and daughter home, to be presented with a silver cup he won in the Water Rats Golf Champlonship, presented by Chuck Reimer. Salls on Sept. So. Dre the Sallor, to record four discs for Decca.

Decca.

Molly Picon and husband off to
Paris to play a return engagement
at the ABC.

Paris to play a at the ABC.

Peter Ruric scripting a picture for Max Schach which Walter Futter will direct, and in which Paul Robeson is to play the lead.

Peggy Joyce week-ending at country house near

Peggy Joyce week-en Marion Harris's country ho

Carroll and Howe signed by Jack Taylor for his Blackpool show next year.

ear.
Ruth Etting set for 14 weeks for 2x Lax on Radio Luxembourg;
Mrs. Fred Sanborn ill.
George E. Stone visiting the caba-

ts here. Dave Bader hobnobbing with Por

aemmle at Simpsons.

Lew Leslie has acquired a French
nusical and an English version is now being made. Negotiating to Peggy Hopkins Joyce to star in it.

AUSSIE FILM BOARD OKAYED

New South Wales' Exhibitors' Association has given its entire approval to the setup proposed by the Film Board of Trade under the chairmanship of Dan Carroll.

Board will now comprise Carroll, Charles Munro (Hoys), Ken Asprey (Greater Union), Sir Ylctor Wilson, N. B. Freeman, Ralph Doyle (Motion Picture Distribs), and two representatives from the Exhibitors' Association, including William Harrop.

Association, including without association, including the appeared as though negotiations for the formation of the F.B.T. would fall through, but under the generalship of Dan Carroll all branches of the industry finally agreed that a board was needed.

Main objects of the F.B.T. will be a case that any disputes arising

Main objects of the F.B.T. will be to see that any disputes arising for the period in question is sent in within the industry are dealt with in a fair manner, something that has been lacking here for many years. Board will handle questions of further theatre erection in distribution of the chemed over-seated, film contracts, free gifts, minimum admissions, under competition, and so, torth.

Government has given its sanction to the formation of the F.B.T. and has offered to assist in any way it 28th of the month, or the 13th if for earl.

Vienna Extras Chase Free 'Atmosphere' Mob

Vienna, Sept. 25. That the Vienna film extras will ot stand for any kidding, was shown when a crowd of them beat up mateurs' who had offered to play in Forst's 'Burgtheatre' picture without charging union wages.

out charging union wages.

Company was shooting pictures in Leicht Variety Show, in front of the Burgtheatre. Mob of men and women who were looking for jobs were disappointed. to learn that there, were none because guests of the various cafes in the neighborhood had ventured to appear in the film gratis. Police had to be 'called out. The amateurs fled and the extras were birred.

TOUGHER LAWS ON WAY IN **MEXICO**

Mexico City, Oct. 6. Pic imports are to be restricted distribution regulated and native productions given a wider exhibition break with foreign films under a proposition the ministry of finance has presented to the special cinema committee. Plan calls for restricting import footage to the equivalent of 20 plgs a year for each importer; hanning government registration for imports for any more foreign distributors; nixing the right of one distributor representing several producers under a single permit, and demanding distribution of Mexican made pies oh a ratio of one to five or six with foreign productions. Ministry asserts the properties at the competition of the properties of the pr committee. Plan calls for restricting

ED STIRLING'S ENGLISH CO. STARTS RIO SEASON

Rio de Janeiro, Sept. 24. Edward Stirling and his English Players open at the Copacabana Ca-sino theatre Sept. 30 under the patronage of the British Embassy and under the auspices of the Anglo

patronage of the British Embassy and under the auspices of the Anglo-Brazilian Cultural Society. General Director of the company is N. Viggiani, who is just concluding a successful Parisian season at the same theatre with French players Georges Mauloy, Andre Burgere, Lucienne Givry and Jean Clairjois. Headlining with Stircling is the March March

NEWER, TOUGHER RULES FOR DATES IN REICH

Berlin, Sept. 27. Reichsfachschaft Artisik decree

that henceforth labor permits for that henceforth labor permits for foreign acts will only be forthcoming if the complete program booked for the period in question is sent in by the management. Without this program no more labor permits will be granted. Another, decree says that from now on labor permits can only be granted to the management direct and no longer to the agents, as here-tofore.

Hollywood

Hollywood, Oct. 6.

May Robson, looking regal in black embroidered taffeta, among the premiere of Romeo and Juliet. Others present were Elizabeth Allen, in white taffeta; and Reggie Owens, Andy Devine, Cary Grant, the George Fitzmaurices.

Donald Crisp bragging that in his part of Michael. Davitt in 'Parnell', herll. have 37 more speeches than the star, Clark Gable.

Errol Wine.

star, Clark Gable.

Errol Flynn, on location with Ian
Hunter at Lacky Mesa this week, is
planning a South Seas jaunt.

George Brent loaned to Columbia
to start first week's shooting un
Safart in Paradise' and returning
next week to his home studio to
finish Mountain Justice (WES)
directed by Mike Cartiz.

Elisa Buchanan aftending preview
of 'Gay Desperado' (P-L) with her
mother.

onse Journal at Alesting he very content of the con

Ida Lupino driving a new red

roadster.

Sir Guy Standing using his two day holiday putting his sallboat in trim for Sunday racing.

British coferie of filmiter well-represented at cocktail party given by Bess and Phil Lonergan to introduce Maurice Cowan, editor of Picturegoer and his wife, Laua Leni Cowan. Among those present were

Cowan. Among those present were Victor McLaglen, Miles Mander, Maude Fealy, Elizabeth Patterson and Doris Lloyd.

REICH CUTS OFF FILM CREDITS

Berlin, Sept. 27. Following a lengthy period of heavy production activity in all the film studies, the Film Credit Bank has been obliged to stop further credits.

or their prerogative of exclusively presenting theatres with topical screen material.

Previous attempts of independent filmers to shoot reels of news events have been successfully resisted by the main units.

the main units.

Press story here declares that, for the first time ever, facilities may be offered to secure motion pictures of the actual crowning in Westminster Abbey, but newsreel editors declare it would be impossible to film inside; the Abbey without powerful lights and equipment

Explained of for elarm and that this measure is only of a passing nature until money is flowing back from credits allowed months shead. In the meantime, minor changes

In the meantime, minor changes in the production field seem inevi-table, but the dustry is hopeful of an early settlement of the crisis.

British Reels Squawk on Technicolor Coronation

London, Sept. 27. Five British newsreel units—Gau-mont, Movietone, Paramount, Pathe and Universal—will contest the pro-posal of Techniqulor to release its planned color record of the Corona-tion ceremonies. Existing units have arranged to pool their resources so as to provide-each concern with full coverage and declare that attempts of outsiders to horn in is an attack

Britons In HOW QUOTA PIX ARE DODGED **ABROAD**

London, Sept. 21.

Editor VARIETY:

As an amusing aspect of the quota law in this country, who could ever imagine 'The Great Ziegfeld' being shown in a double feature program? Yet over here it is being shown in a three-feature bill and if the theatre concerned did not do this it would be liable to prosecution by the Board of Trade for non-compliance with quota regulations.
Another amazing thing experi-

ced on Saturday last was to sit through the screening of a British quota picture being entirely aione in

the theatre coursed the attendants.)
The Exhibitors' Quota Year (Oct. 1 to Sept. 30). Is just nearing its end.
The Exhibitors' Quota Year (Oct. 1 to Sept. 30). Is just nearing its end.
The Exhibitors' Quota Year (Oct. 1 to Sept. 30). Is just nearing its end.
The Heart of the Sept. 30 to see the see the see the see the set of the

London's Casualties

London, Oct. 6.

No Ordinary Lady, opened at the Duke of York's Wednesday (30). It is an adaptation of a Louis Verneuil French play and unlikely. Ellen Pollock heads the cast in the farce. Follow Your Saint's closed at the Queen's Saturday (3) after 11 nights. 'Certainty' Sir Closed at the Hippodrome after a fortnight. 'Murder on Account' will close at the Wintergarden Saturday (10) after a fortnight.'

C. B. Cochran's Next

London, Sept. 27. Charles Cochran's next music

Charles Cochran's next musical production is due about Christmas time. As yet untitled, book is by A. P. Herbert, music by Nikolas Brodzsky, and will star Gitta Alpar and Binnie Hale.

As usual with big Cochran shows, it will open in Manchester for four weeks before coming to London. Charles B. Cochran has signed

Nelson Keys for his new revue.
This makes three stars, including Binnie Hale and Gitta Alpar, for

UNITED FRONT ON SPAIN

80 New British Cinemas

As. a. fact 10° support their squawks against overseating. British exhibs are alarmed at the revelation of 80 new theatre promotions during September, giving an average of 1,000 for the full year. Building here is reling to a peak, largely due to circuit competition inspired by the struggles of major distribs for guaranteed markets, grew ventures, but also present a serious chains are responsible for many of the grew ventures, but independent promoters are equally active through-out the country.

Oscar Deutsch: Odeon which the country.

out country.

Oscar Deutsch, Odeon chief, struck a snag when he asked approval
of one of his theatre promotions at Croydon, South London nabe, only
the find his scheme officially opposed by London branch of, the Exhibitors' Association. Deutsch got his permit, but the hurt was in
the fact that only a week previous he, with other circuit heads representing over 1,000 theatres, agreed to co-operate with Independent
exhibs in Jacting the over-building situation.

British Distribs Agree to Sit In With Exhibs on Overseating Tiff

Indie exhibs seem likely, at last, to get their way, with a probe readying hio he yerseating situation, seen, here currently in theatre circles as a majon trade problem. At a meeting this week between the Cinematograph Exhibitors' Association officers and representatives of the chains, over 1,000 circuit halls allied themselves with the indies in agreeing to eye the situation. Resulting from this, major distributors are giving second thought to the matter, and are now expected to co-operate, so as to make the inquiry a trade-twide affair. Earlier requests to the Kinematograph Renters' Society from the C.E.A. for support got a cold shoulder, but the latest situation means that the KR.S. will sevorably discuss setting up a Jockeying among distribs for theatre, tie-ins means the former cannot stand disinterested to a movement likely to affect cinema building and development, though it is difficult to imagine renters and exhibitors seeing eye to eye, with one concerned in developing a market

hibitors seeing eye to eye, with one concerned in developing a market and the other anxious to restrict new

and the other anxious to restrict new promotion. Dog-in-Manger'
Trade opinion sees small likelihood of any progressive step towards checking new ventures, with the dog-in-the-manger tactics of small theatres of long standing a weak card to play against the demands of big film: everiprentions for the best possible 'boutlet' for' product. What may be achieved, though this is likewishe' doubtful, 'is 'the stiffing of abuses,' such 'has' circuit influence among licensing bodies directed against indies, or threats from distribus to build against houses that squarks dispainst rental terms.

Fact that 'hist'r mide exhibs of the older 'school' disregard is the rapid fluctuation in public taste. Theatres exected ten or 15, years back are moters with reoper desa; reluctance of small theatre operators to develop their halfs: may be due to small profits earned at their box offices, but is more likely due to lack of foresight and initiative.

Further factor working against indies is growing realization among local authorities that standards, relocal

foresight and initiative. Further factor working against indies is growing realization among local authorities that standards of safety and comfort in many old cinemas lags behind current thought, as instanced in waves of new regulations forcing modernization on existing licensees—an attitude behind which some exhibs see the iron hand of the circuits, who can accordingly employ arguments that they will provide facilities the public demands, but which old-fashioned halls cannot supply.

Film distributors, are only concerned in the biggest possible market, and Ametican and British renters, alke, can sam and British renters, alket, and Ametican and British renters, alket, and sam and British renters, alket, and can sam and British renters, alket, and can see the property of the prop

mands, but which old-fashioned halls cannot supply.

Associated Provincial Picture Houses, theatre subsid of Gaumont-Film distributors are only conserved in building and maintaining the biggest possible market, and American and British renters, alike, can argue rightly that they derive more revenue drom biggen and betigened the province of the conserved of the

exhibs expect much satisfaction from it they will soon be disillusioned, finding the constant laws of supply and demand or, the trend away from individualism, towards rationalization are forces, they are not strong enough to resist.

Informed sections of the trade are ready to tell them now what they may hope for—just another headache.

16 NEW HOUSES FOR BERNSTEIN

London, Sept. 27.

Sydney Bernstein announces expansion of his theatre circuit by the erection of 16 new houses in and around London this year and next. The area of the control of the property of the control of the c

LONDON BANS PEACE FILM, 'CONTROVERSIAL'

Loadon, Sept. 27.

Local exhibs jammed a plan to show 'The Peace of Britain,' propagands film, during the Peace Week celebrations at Bolton, Lancashire. Following a request from organizers of the event, theatrenen met and prounds that the film of prounds that it was too controversial.

versial.

Picture was news last March, when the Board of Censors refused to grant it a certificate until forced to do so by public outery.

Film runs only four minutes and calls for conciliation in place of the horrors of modern warfare.

G-B's Theatre Subsid Shows Profit on Year

London, Sept. 29.

U. S. MANAGERS MEET IN PARIS

Will Decide Mutually Satisfactory Terms for Catalonian Territory—Barce-lona Reps in to Argue Their Side

WHAT TO DO

Paris, Sept. 27.
Future fate of American film interests in the important Spanish market of Catalonia is now being settled in Paris,
Momentarily formatical control of the c

Momentarily forgetting the complicated problems contronting them in France and other foreign countries, European heads of the seven big American producing and distributing companies, assisted by their Barcelona and Spanish representatives, are jointly attacking the problem of whether they shall or shall not send more pictures into the now anarchistic, syndical-controlled portion of a country ravaged by revolution.

portion of a country ravaged by revolution. At the same time, Jose-Maria Espinar, delegate of the Barcelona Syndicate of Spectacles, which has practically taken over control of the Mediterranean uses throughout the Mediterranean uses throughout the Mediterranean uses throughout the Mediterranean uses throughout the Mediterranean special throughout the American companies. He has come to Paris, it is stated, to assure that Barcelona and the province of Catalonia will be supplied with films during the coming season. But what terms he has brought and what offers he intends to make, if any, is a secret only he himself knows.

Secret Contrals

Secret Confabs

Although all conversations so far held by the Americans have been behind closed doors, Varmery learns on good authority that the Yanks are mapping out a common policy whereby they can present a unified front to Espinar when the final negotiations are made.

On their side they have been joined by delegates from Mutua, Spanish Board of Trade, and independent. Spanish distributors who have come here to pool their interests with the Americans. They are helped in this respect by the fact that several Americans belong to Mutua.

Among the members of the

that several Americans beong to Mutus.

Among the members of the American companies and their Spanish representatives who, have been to be a several country for 20th Century-Pox, Benjamin Miggins, European general manager, and S. S. Horen, company's Spanish manager; for Paramount, Frederick W. Lange, continental manager and M. J. Messeri, Barcelona representative; for Warner Brothers, M. Michaid of the Paris office and Rence Huet, Spanish manager; for M-G-M, L. L. Lawrence, European manager, and Louis ish manager; for M-G-M, L. L. L'awrence, European manager, and Louis Echevarria, Spanish rep; for Columbia, Joseph Friedman, continental manager; for RKO-Radio, H. W. Leasim, director general for European sales, and Robert Trillo from Spain; for United Artists, W. L. Kastner, local head, and M. Morgan, Spanish rep; for Universal, S. Kusiel, continental manager, and G. Aguilar, Spanish rep;

DEUTSCH'S ALHAMBRA AS UA SHOW WINDOW

London, Oct. 6.

Odeon Circuit, headed by Oscar
Deutsch, is taking over the Alhambra from Sir Oswald Stoll and reconstructing it into a 2,000-seat
cinema.

constructing it into a content of Deutschington, This is the first entry of Deutschinto the West End and, through his financial alliance with United Artists, means the house will be a new show window for UA pics.

At present UA is using the Pavillon on a rental basis,

Hoyts Lost \$55,000 in '32, Earned \$305,000 Past Year: Aussie Comeback Reason for Probable G-T Splitup

Those Americans

Wellington, N. Z., Sept. 8. Walter Hutchinson, Fox for-eign boss, has arrived here and will make a short stop before proceeding to Australia. Stan-ley Crick, Fox head in this ter-ritory, is showing 'Hutchinson around.

around.

Hutchinson created a big impression when he arrived here escorted by a valet. Valet agg is something unknown to the local moguls, but when any of the big boys go sbroad in the future they will probably all get themselves valets.

Hoyts Acquires 64 Moodabe Bros. Theatres in N. Z

Sydney, Oct. 6.

Sydney, Oct. 6.

Hoyts (20th Century-Fox) has made a deal to expand its chain into New Zealand. There has been a lot of lockeying here recently for the N. Z. territory with this, the first concrete deal of importance, Hoyts buys out the Moodabe Circuit, according to this deal, getting 64 theatres in that territory. Stanley Crick, 20th Century-Fox Chelei in this territory, and Charles Munro, managing director of Hoyts, set the deal, with the Moodabe Bros, who came in from Wellington several times to talk things over. Before actual signature was made, papers were okayed by Walter Hutchinson, head of 20th-Fox's foreign department, who happens to be here.

Another deal which was hot late

who happens to be here.

Another deal. which was hot late
last week, but which is now temporarily off, would link the J. C.
Williamson. Corp. and the FullerHayward group in New Zealand.
This would make a hefty combo of
theatres, but may merely be just a
prearrangement, with further amalsomations in wird. gamations in mind.

VIENNA CENSORS BAN WONDERBAR' - 'KING

Vienna, Sept. 25.

Austrian film ians will not get to see 'Sissy' (King Steps Out') (Col), and 'Wonderbar' (WB). Former is taken from Fritz Kreister's Vienna legit success of three years ago, depicting the life of Elizabeth and Franz Josef. Reason of censors for not allowing it: 'If shows Franz Josef in an unfavorable light' 'Wonderbar', operetta success by Robert Katscher, Viennese, contains a seene in heaven, which did not find the approval of the censors. Vienna, Sept. 25.

Donat Muffs Another

London, Sept. 29.
Robert Donat is out of another
British picture, and his spot opposite
Marlene Dietrich in Korda's 'Knight
Without Armour' goes to Laurence

Donat has been down with asthma, but had not recovered when the scenes in which he was not needed were completed.

NEW SYDNEY NABE

Sydney, Sept. 8.

New nabe theatre is scheduled to refection at Marrickville, NSW for George Wester. This will give Webster eight nabe theatres, all playing Par-Metro product.

Building up in the last four years from a loss of \$55,000 in 1932 to a profit of \$305,000 this year, Hoyts has turned swiftly from operations in the red to a definite black financial status. Profits in the past 12 months have been so good that two dividends series of the status of the status and the status are being 6% on the 18 preference issues. Payments, represent a total outlay of approximately \$25,000.

Vast pick-up in income is attributed to Hoyls policy of consolidating and improving its theatres. Company spent \$20,000 in 1985-36 in re-modelling and re-building various houses of the chain. Plans to build three new theatres at once under the supervision of Charles Murro, manifestative of the improved earning capacity of Hoyts is seen in the statement, made, by Murro in which he meptions that Hoyts is now entirely out of the banker clutches and that new houses will be constructed in a number of, neighborhood, and country spots. Claimed that Hoyts will not pay excessive rentals but will build it sown theartes in the statement will be constructed in a number of, neighborhood and country spots. Claimed that Hoyts will not pay excessive rentals but will build its own theartes in the statement when the statement in the statement of the statemen

here.

Greater Union has also done well financially in recent months and, with the return of Stuart Doy cits chief, from America, circuit will steps looking towards further ex-

pansion.

Not so long ago both circuits were
in almost desperate financial straits,
with bankers stepping in to save the
day after both agreed to stop fighting. If both decide to go it alone
again now, as they probably will, the
battle for top spot in Australia
should be a warm one.

RADIO DENIES DEAL WITH ABC IN LONDON

Radio Pictures will not go into a deal with John Maxwell to link lisglf with his Associated British circuit, Ralph Hanbury; head of the London exchange, says in answer to Vanterr's story that this company and Columbia are dickering with A. B. C.

Hanbury declares that Radio is doing pretty nicely on an independent of the control of th

Rock's 8 for Hagen

London, Sept. 29.

Joe Rock is to put his productions out through Julius Hagen's organization, with a schedule of eight pictures promised for the coming

season. Rock is currently working on three, and will withhold one subject starring Harry Roy, top-line band leader, under an existing commitment with Associated British Film Distributors.

NEWS IN THE CELLAR.

London, Oct. 8.
Clavering Bros. has taken the site of the former Stage department store in Leicestef Square and will erect an eight-story office building there.

News reel theatre in the basement

PICTHRE



CRAIG'S WIFE

CCARAIUS WIFE
CCURBNI COLOR OF THE STATE OF

Craig's Wife, adapted from George Kelly's play of 1926, is a forceful character study whose value is enhanced by markedly good performances, notably Rosalind Russell's, but its appeal will be limited. The finished product suggests support from a class element rather woman's than a man's dish and more for the adult than the adolescent.

more for the adult than the adolescent.

While the producers have sought to give pictorial bodd to give produce to give preater strength to a subsidiary love interset deprives the subject of better strength to a subsidiary love interset deprives the subject of better bodd to give preater strength to a subsidiary love interset deprives the subject of better strength to a subsidiary love intersection of the pictorial between the pictorial product of th

they do in the footage permitten. For a time it appears they have been led suggested. The pains taken to viciously build up the character of Mrs. Craig, whose mania for a beautiful home and security causes her to secrifice everything else, the pice and talky. In hands less capable than Miss Russell's and others in the cast. Craig's Wife might have been a big bore, despite the relatively short running time of 7 anniunes. As short running her completely alone, and her sister has died. While she begins to soften with this turn of events, it is subtly exactness of ther home, plus its convert the servents have left, leaving her completely alone, and her sister has died. While she begins to soften with this turn of events, it is subtly exactness of ther home, plus its contents, above her husband, and other losses: sustained. In addition to Craig's Wife being a character study, it is a study in a study in the study of the study of the short of the study of the short o

moniously canned is Nydia Westman,	accomplished results to stand up
also very good. Billie Burke plays	alone in most spots.
a neighbor whose hobby is raising	In Patsy Kelly and Charles Chase,
flowers and whose regret is that she	
isn't more welcome in the Craig	Metro has teamed two of its ace
home.	comics from short features. Picture
While the dialog, most of it prob-	has been trimmed about 15 minutes
ably from the Kelly play, is pungent all the way, it may be that there is	since originally released, and that helps a lot. Even so, some of the
all the way, (it may be that there is	gagging actually slows down the
a little too much of it against too	pace midway. Runs 70 minutes now.
small a dose of action. Direction of	which is plenty for the average
Dorothy Arzner is competent, but in	comedy of this sort, especially if
one spot an unintended audience laugh is created when Boles, burning	placed with another picture.
over the fact the wife curbs him in	Jeff Moffitt and William Terhune's
his household, walks up to a preci-	screen play is the old familiar of a
ous vase the missus treasures, con-	street fighter who quits the truck-
templates it for a moment and then	street fighter who quits the truck- ing business to become a profes-
smashes it. Char.	sional ring battler. New twist, at
	least for the screen, is that he has a
*****	pugnacious Irish lass as his trainer
NINE DAYS A QUEEN	pugnacious Irish lass as his trainer and biggest booster. He's 'Big Boy' Callahan, who rises to a champion-
(BRITISH MADE)	Callanan, who rises to a champion-
Gaumont-British production and release.	ship, despite his enormous appetite. Authors and the adapting team of
	Jack Jevne and Gordon Douglas hit
features John Mills. Written and directed	upon the happy expedient of stress-
The state of the s	ing the part played by a group of
Greenbaum, At Roxy, N. Y., week Oct.	mobsters. Without this counter-
Farl of Warwick Cedric Hardwicke	thread of plotting, the film would go
Lady Jane Grey Nove Pitherm	the way of all prize fight laugh
	epics. It's played for comedy effect,
Edward VI Desmond Tester Ellen Sybli Thorndlke	and rightly so.
	Some brisk dialog from the pens
	of Tom Bell and Arthur V. Jones
Edward Seymour. Felix Aylmer Mary Tudor. Gwen Ffrangcon Davies	saves many situations when they be-
Jane's Parents Martita Hunt Burnshy Tune	come tangled with slapstick, but
Barnahy FlizpatrickAlbert Davies	even they fail to stave off a sheer hokum finish.
Squire	Patsy Kelly has more to do than
John Knox. John Laurie Sir John Gates. Arthur Goullet	usual. She's the fighter's trainer.
Arundel	Much of the natural laughter is I
	caused by her delivery and clown-
An historical costume piece, this	ing. 'Big Boy' Williams is a perfect]
	fit as the street brawler who climbs i
mulified to be dull. There are no	to fame with his dukes. Charley 1
	Chase is partially dwarfed by these
	two but garners his share of laurels
the dialog is clipped and muffled in	with his familiar comedy routine.
that British manner so irritating to	He gets a real chance to talk in sev-

American audiences. Some of it is so sturred by the actors as not to be surred by the actors and the surred by the sur

KELLY THE SECOND

Metro release of Hal Roach production.
Features Patry Kelly. Charley Chase,
John 198 Bow Williams, Pert Kellon.
Features Patry Kelly. Charley Chase,
John 198 Bow Williams, Pert Kellon.
John 198 Bow Williams, Pert Kellon,
John 198 Bow Williams, Pert Kellon,
Itt and William Terhune; advisation, John
Jeven and Gordon Ducylase; dislog, Ten
Jeven and Gordon Ducylase; dislog, Ten
Jeven and William Terhune; advisation, John
Kelly, Jones Canners, Art
Rolly Kelly, Jones Canners, Art
Rolly Kelly, Jones Canners, Art
Rolly Kelly, Tentre Chase
Fernand, Metro Chase
Fernand, Jones Canners, Metro
Jeven Charley
Je

'Kelly the Second' probably will be welcomed in the duals, because it is filled with humorous moments But it is too lightweight in plot and accomplished results to stand up alone in most spots.

Miniature Reviews

character study, very ably acted, but draggy and limited in appeal. 'Craig's Wife' (Col). Excellent

'Nine Days a Queen' (GB). British costume play without marquee lure for the U.S.

'Kelly the Second' (Metro).
Fast-action comedy of prize
ring, with Patsy Kelly and
Charley Chase.

"Two in a Crowd' (U). Promising story wrecked by poor scenario.

'Missing Girls' (Chest). Tepid racketeer yarn, arriving at late date. A certain dualler.

eral scenes, and cashes in. Chase is a druggist who accidentally becomes a fight manager. grand break as a gangster moll, and she cleans up. Edward Brohy is tops as the gangster chief. Maxie Rosenbloom is cast in role of champ who 'Big Boy' conquers in the inevitable property of the control of the control

MISSING GIRLS

MISSING GIRLS

Cheaterfield release of George B.

Batcheller production. Features Roger
Propt. Murlel Evans. Sidney Blackmer,
Martin Mooney and John W. Kraft. Camren, M. A. Anderson; Blun Gellor, Roland
France, M. M. Anderson; Blun Gellor, Roland
Globe, N. Green, M. G. Green, M. G. Green,
J. G. Green, G. G. Green,
J. G. Green,

Soldaten Kameraden · ('Soldier Comrades')

- ("Soldier Comrades")

CREMAN MADE:

Wolker release of Hammer, production.

Pealures Ralph-Arthur Roberts, Merd.

Tunn Stupperts. At Gerden, N. Y. week

Oct. 2, '96 Running time, '90 minn.

Oct. 2, '96 Running time, '90 minn.

Oct. 2, '96 Running time, '90 minn.

Gutta Wenke. Prans Nicklished

Gutta Wenke. Prans Nicklished

Gutta Wenke. Prans Running time, '190 Minn.

Hauptman Stupper S

(In German)

In German)
This is probably the brashest piece of propaganda for the Teutonic military machine as yet imported to the U. S. for public showing as entertainment. Backgrounds were supplied by the 88th regiment of Neutonic Walls of the Reich (as the program politely puts it) 'genelmigite und unterstuetzte die Herstellung.' In simple English, this means that the big boys in Berlin morally underwrote the thing.

English, this means that the Did love of the inserting meaning morally underwrote the inserting meaning meanin

nothing to do with the army except make money photographing it. He's a mutty photog who still thinks he's young enough to marry a girl in her teens. It's a good character role and Roberts does it neatly.

Rest of the cast are machine. Here the acting doesn't count. It's the tempo of the thing. Director Huppertz gets this across with the stomp of a five-piece brass band. It would have been even zippier in spots if in the newareal library for some of his parade scenes. The negatives are so did they look as though they were filmed in a hurricane.

Edga.

TWO IN A CROWD

Universal release of Charles R. Roger production. Stars. Joan Hennett, Jou and Hennett, Jou and Hennett, Jou and Hennett, Jou and Jones H. Law Jon Bennett
Joel McCrea
Lacel M Anthony Toscani. Jones Jonesy
Flynn
Bennelt
Tony Fon
Lawson C
Chet
Purdy
Breck
Ralston
Kennedy
Guard Douglas Wood Milburn Stone Frank Layton Rohert Murphy Matt McHughEd Gargan

Slovenly scenario and indifferent

coal carr he has been compened to coal carr he has been compened to dears.

Now and then the bank robbers home first.

Now and then the bank robbers home briefly as a menace, but add nothing to the story, and there is a boob detective who pops up now and there is all the property of the story of the story of the story, and there is all the property of the story of th

LIEBESLEUTE ('People in Love')

(GERMAN MADE)

Tuble release of Europa production. Stars
Gustav Provilch, Renale Mueller, Directed
Robinstein, A. Caslon, M. Y., week Oct.
2. 30. Running time, 45 mins.
3. Ru

Shorts

'MARCH OF TIME' Issue No. 2, Vol. 3 12 Mins.

RKO-Radio

RKO-Radio

Three subjects of a widely divergent type, two dealing with the United States, the other with England, comprise the produced newsreel material of the 19th release of the March of Time (Issue No. 2. Vol. 3). The same thoroughness, intelligence and editorial color which characterizes the M. of T. workmanship figures in its latest endeavor to consider the football business. Engconsider the football business. England's tithe war and labor's split in the American Federation of Labor. Except for the matter dealing with

Except for the matter dealing with the rebellion of the English of lower classes against the contribution of one-tenth of tearnings to the Church of England, March of Time approaches its newest subjects in what might be regarded as quite impartially. The reel appears to favor ment in its wrath against the bounty, despite the fact that where the church figures anyone is treading on delicate ground. England won't care much for this clip of March of Time, Parliament to assuage the hurt English countryside has resulted in a truce.

Parliament to assuage the hurt English countryside has resulted in a truce.

The new issue leads off with John The new issue leads off with John The new issue leads off with John The new issue leads of the leads of le

'MR. SMARTY'
With Andy Clyde

Globe, N. Columbia

Andy Clyde in role of home-loving husband who wants to clean house. His wife gives him leeway, and comic proceeds to do the work in his own way. He wants to put in some extra shelving, ruins the plaster walls, knocks over the paint bucket and makes a mess of the place. Cleaning crew also comes in to assist in the with the feathered-stuffed sofa, adding a certain flashy punch. Not new, though.

Siapstick offering, with best results coming from Clyde's own homespun antics. Runs too long. Bral.

spun antics. Runs too long. Bral.

even for steady foreign patronage.

Film boasts two popular German actors of the moment, which may mean something. Gustav Froelich, times, and Renate Mueller carry the Jeads. Latter is a petite blonde. Her acting is restrained, with face confined to an inscrutable stare, which is good at times, but soon wears. It do things. Hovering moderaily aura is stilted throughout.

Girl of working class is suddenly pushed into the midst of a well-tor do family of the Inneed general soon it is apparent that they are going to click. This draws frowns from the uppers, who have other plans for Herman. The duo decide undergo trials and tribulations to no end. Hunger and room rent are a few of the angles dragged in for motivation of their sincer devotion. Dorothea then returns to the farm glance at the fields promises a record crop.

Camera work is neat throughout.

glance at the nether product of the company of the

LA BELLE EQUIPE

CA DELLEL EQUITE

(The Good Crew')

FRENCH MADE

Paris, Sept. 22.

Sociele d'Edition de l'Inserties Charles Vanel and Vi
refesse of Arva Production, Siara Jena

Galin, Features Charles Vanel and Vi
vier, Sercen play, Charles Vianel and Vi
vier, Sercen play, Charles Vianel fron
sonic, At Ze Jena

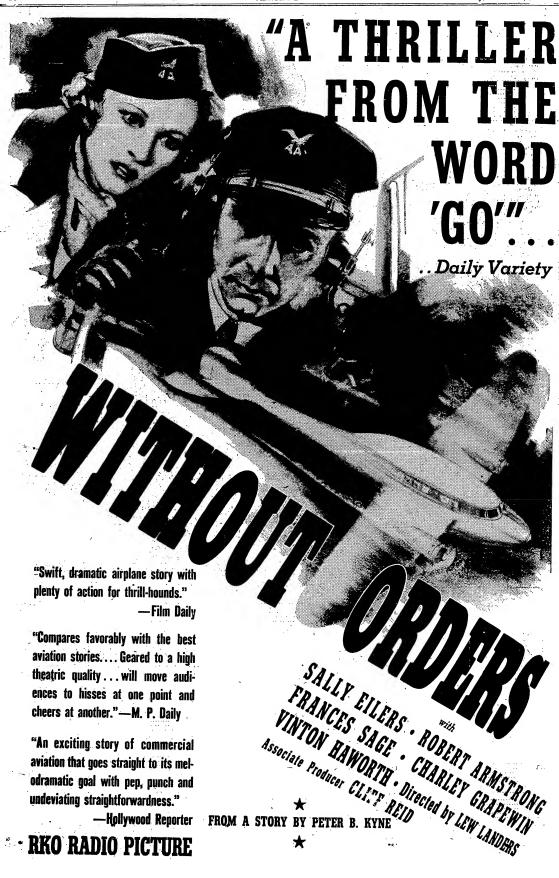
At The State of Charles Vianel fron
mond Almoa, Charles Granval, Insphael

Median, Robert Lynch, Viviane Rumanes,

Robert Lynch, Viviane Rumanes,

Ilaymond Cordy, Jacquez Beubner,

(In French)
A simple plot, without around ordinary, everyday likes, and dislikes, measures and hates, forcefully in(Continued on page 31)



Advance Production Chart

Hollywood, Oct. 6.
Despite starting of 10 features last week, production on the Coast remains slightly below normal with a total of 38 features before the cameras. While the week registered an exceptionally large number of leatures being tensed, only four were taken, from the cutting rooms and pre-

viewed. This leaves an unusually large total of 91 in the cutting rooms. A total of 76 features are in preparation with more than half this number stated to get before the cameras within the month.

Columbia

Three ist work, 16 editing, nine preparing. In work:
"THE DEFTHS BELOW, reported Vaniear Sept. 16; and started last week:
"SAFARI IN PARADISK, produced by Everett Riskin, directed by Alfred
E. Green, original by Matt Taylor, screen play by Dale Van Every. Cast:
"Safaran in Paradolisk, produced by Everett Riskin, directed by Alfred
Story concerns two girls conducting NY. business chool. Jean Arthur
seeks romance, gives up her part in the ernterprise, lands job as secretary
to publisher, whom she saves from becoming involved.
"DODGE CITY TRAIL," produced by Harry L. Decker, directed by C. C.
Goleman, Jr., original and screen play by Harold Shumate. Cast: Charles
Starrett, Marian Weldon, Donald Grayson, Russell Hicks, Sy Jenks.
Starrett, Marian Weldon, Donald Grayson, Russell Hicks, Sy Jenks.
Starrett, diving and screen play by Harold Shumate. Cast: Charles
Starrett, decended and screen play by Harold Shumate.
The control of the screen play by Bray for hand rounding up cattle
theory of the control of the screen play of the gang won't let him.
Pictures of "Laddy Or New YORK." Others to follow on Oct. 10 are
"WOMEN OF GLAMOUR," produced by Everett Riskin, Gordon Wiles
directing, and "A SLUG FOR CLEOPATRA", produced by Raph Cohn.

COLLEGE BERO' AX "will Cel. 12, Howard J. Green producing."
"COLLEGE BERO' AX "will Cel. 12, Howard J. Green producing."

Metro

Six in work, eight editing, 10 preparing, In work:

**BORN TO DANCE, reported Vanterr July 22; "CAMILLE," reported Aug. 12; "MAYTIME," reported Sept. 2; "A DAY AT. THE RACES," reported Sept. 3; "A DAY AT. THE RACES," REPORTED SEPT. SEP

Paramount

Three in work, 12 editing, eight preparing. In work:
"MAID OF SALEM," reported Vaneary Sept. 2, "COLLEGE HOLIDAX,"
reported Sept. 23, and "ARIZONA MAHONEY," reported Sept. 30. No newpictures started last week.
Readied to go into work next are: "ONE MAN'S BONUS," INTERNES
CAN'T TAKE MONEY," OUR MISS KEANE, "MORNING, NOON AND
NIGHT," TRIST ROMANCE" and "BETRING FEVER."

RKO-Radio

previous to being called to war. While in service, he is brought to realize he really loves the girl and upon his return sets out to declare this love, but is met with opposition by the coy Hepburn, who forces him into embarrassing and serificing situation of the control of t

Republic

Three in work, 11 editing, eight preparing. In work:

"UNITITIED ALL COLOR FEATURE" and THE COUNTRY GENTLEMAN, reported Sept. 23. Started last week:

"THE, BIG. SHOW," produced by 'Armand Schaefer, directed by Mack
Wright original story, and screen play by Stewart and Dorrell McGovan.
Cast: Gene Autry, Smiley Burnette, Kay Hughes, Christine Maple, Sally
Payne, Grace Durkin, Frances Morris, Helen-Servis, Morris Carpenter
and Beverly Hill Billies, Light Crust Doughboys, Sons of the Pioneers,
and the Jones Boys colored trio.

Story, backgrounded against Texas Centennial exposition, has Autry
organizing bunch of cowboys to stage a show for their benefit. It turns out
to be the biggest attraction at the exposition. Most of action filmed in
Dallas.

Readied to start next list THE CHINESE OBANGE MYSTERY, TWO YEARS BEFORE THE MAST and RIDERS OF THE WHISTLIN SKULL.

20th-Fox

Eight in work, four editing, 10 preparing. In work:

"REUNION" and "LLOYDS OF LONDON," reported: "Valuert Aug. 19;

"REUNION" and "LLOYDS OF LONDON," reported: "Valuert Aug. 19;

"CHARLIE CHAN AT THE OPERA! Super to SALES, "ONE INCA. MILLION" and STOWAWAY," reported Sept. 20, started last week; and "SANNO ON MY KNEE," associate producer, Numally, Johnson, who also adapted from novel by Harry Hamilton. Directed by John Croinwell, songs by Jimmy McHugh and Harold Adamson. Cast: Barbara Stanwyck, Josi by Jimmy McHugh and Harold Adamson. Cast: Barbara Stanwyck, Josi by Jimmy McHugh and Harold Adamson. Cast: Barbara Stanwyck, Josi by Jimmy McHugh and Harold Adamson. Cast: Barbara Stanwyck, Josi Barbara Stanward, Song Cast Barbara Stanward, and Jimmy McHugh and Harold Harold McCast Barbara Stanward, and McCast Barbara Stanward, a land McCast Barbara Stanward, and McCast Barbara Stanward, a land McCast Barbara Stanward, and McCast Barbar

United Artists

Two in work, two editing, five preparing. In work:

LOVE UNDEE FIRE, reported Variety Sept. 9, and WE LIVE ONLY
ONCE, which started last week; first of series of seven features to be produced by Water Wanger for UA, directed by Fritz Lang from original and screen play by Gene Towne and Graham Baker. Cast: Sylvia Sidney, Henry Fonda, Barlon MacLane, Jean Dixon, William Gargan, John Wray, Ward Bond.
Story woven around demostic law through the story woven the story woven the story would be story through the story woven the story woven the story would be story through t

Ward Bond.

Story woven around dramatic love theme between Sidney and Fonda. Latter, released from prison through influence of Miss Sidney, tries to go straight, but finds himself handicapped by the law. Convicted on circumstantial evidence and returned to prison, in rebellion to the injustice, he stages a prison break in which he kills a guard. We have a prison break in which he kills a guard. We have a find the girl who has stood by him during all this duals to the cross the Border to Moxico only to be trapped and shot down by 'G' cross the Border to Moxico only to be trapped and shot down by 'G' Five in work, 10 editing, eight preparing. In work:

'ALL SCARLET,' NIGHT WATTERSS' and SEIDDLE OF THE DANGLING FRARLS,' all reported Vasury Sept. 23, UNTITLED LILY PONS
picture reported Sept. 30 and started last week.

'QUALITY STREET,' produced by Pandro Berman, George Stevens directing, adapted from James M. Barrie's stage play by Allen Scott. Cast
Retharine Hepburn, Franchot Tone, Eric Blore, Fay Bainter, Florence
Lakey, Estelle Winavood, Helena Grant, Cora Witherspoon, Bonita GranLakey, Statelle Winavood, Helena Grant, Cora Witherspoon, Bonita GranStory is costume romantic drama laid in England during the Napoleonic

Story is costume romantic drama laid in England during the Napoleonic

'ADVENTURES OF TOM SAWYER!' In addition to this, S-I also putting

(Continued on page 21)

Reels' Annual Headache, Grid Coverage, Here

The annual fall headache for the newsreels starts in earnest this weeknewsrees starts in earnest this week-end. It is coverage of college foot-ball games. It never has been relished by newsreel executives be-cause it represents an outlay of \$10,000 to \$15,000 for each company

redisen by newsress executives accause it represents an outlay of 310,000 to \$13,000 to each company every year, with small return to compensate for this expenditure to compensate for the news weeklies keeps the camera boys jumping every Saturday. Average newsreal company requests that key city exchange managers submit a list of games to be covered, with each key spot permitted to put three or four contests in the region reached by each particular exchange. This keeps gross revenue from these football children of the matter of the company for the compensate for the compens

are included in reels sent to foreight countries.
Only break that the newsreels have been obtaining in recent years is the efficiency in coverage. Formerly, the camera grinders required 2,000 feet of negative in order to supply 100 feet of action shots in the newsreel issues. Now, the crack the country of the country of

Par's Spanish Inside

Bayonne, France, Oct. 6.
Aithur Menken, Paramount newsreel camera grinder, accompanying
General: Francisco Franco's rebel
forces into Toledo, secured an excellont. story showing privations suffered by, those held at Aleazar in a
two-month siege. That's the report
received here. Even hardened troopers with Franco's army were amazed
at the physical condition of many inhabitants who had been isolated for
more than 45 days.

Information received here is that
a new Par cameraman, subbing for
John Dored, held by rebels until recent photographed the actual
Dored's release was obtained largely
through the intervention and streauous efforts of Menken, who was able
to plead his case direct to General
Franco.

Ciannelli 2-Chored

Hollywood, Oct. 6.
Eduardo Ciannelli, who recently
washed up job in Winterset' at RKO,
will go into 'Criminal Lawyer,' Lee
Tracy starrer at the studio. Erik
Rhodes and Frank M. Thomas also
set in the cast
in the cast
to a star of the star of the

CONROW'S UPPED ERPI POST

L. W. Conrow; general manager for Electrical Research Products' eastern division, has been named general operating manager. He will report to Whitford Drake, execu-

general operating manager, rewill report to Whitford Drake, executive v. p.

Conrow will be in charge of all revice and installations east of the Rockies. This is to include head-quarters' operating department divisions. In addition, he will be in charge of the merchandise department

ment.
Stanley W. Hand, who has been
in charge of all ERPI midwest work,
is now assistant general sales managor. His headquarters will be in
N. Y. and Chicago.

Lengyel's 'Angel' for Detroit Lengyel's 'Angel' for Detroit
Rights have been cleared to a play
by Mc'chior Lengyel Prown as 'Ansel' which will be Enst Lubitsch's
first charring Marlene Districh under
it's rew Paramount contract. He
and Samson Raphucison have been
in New York for more than a week
in New York for more than a week
to be the selection on the stry pending netotal talon on the stry pending neweeks longer.

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 plx 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 pix in prep- aration.
COLUMBIA	50	2.	. 52		3	15	34	,.
Larry Darmour	. 8		8	1		1	6	••
METRO	48		48		6	8	34	
Hai Roach	. 4		4				4	
PARAMOUNT	48	••	48.	9	2	9	28	
B. P. Schuiberg	8		8	1			7	
Emanuel Cohen	- 8	••	8			1	7	, ,
R. A. Rowland	Ż		2	1		1	.,	
Harry Sherman	6		6			1	5	
Frank Llovd	1		1		1			
RKO-RADIO	39	6	45	••	5	10	30	
David Loew	2		2				2	
Geo. Hirliman	6		6	1			5 .	
Soi Lesser	3		3				3	
KEL UBLIC	56	5 *	61		3	· 10	48	
A. W. Hackei	16		16			1	15	
OTH-FOX	63		63	18	8	4	33	- ::
Sol Lesser	6		6	1			5	
UNITED ARTISTS	-							•••
Sam Goldwyn	7		7	1	1	1	4	
Walter Wanger	ż		7		1		6	
Seiznick International	Ś		5		••	i	. 4	
Pickford-Lasky	ĭ		i	1				•••
Reliance	ī	• •	1	1				
Elisabeth Bergner	î		ī				ï	
Criterion Films	2	• • •	2				2	
Korda London	6	::	6				6	-
UNIVERSAL	44	. 3	47		i	13	33	~
Buck Jones	8	•	Ŕ			î	-77	
WARNERS :-	60	· ::	60	22	7	14	17	::
TOTALS		16	532	57 .	38	91	346	



A GREAT ADVENTURE STAR PORTRAYS THE GREATEST HERO OF THE PIONEER TRAIL!

> SHOW the great wagon-train trek through the untucky! . . . Fearless men and dauntless women, carving a road to glory . . . fighting side by side through storm and flood and sudden death!

SHOW a frontier village hewn from the virgin forests

— a stockade built by the blood and sweat
of stalwart heroes who knew no fear!

SHOW Boone captured by the warring redskins...His spectacular escape from the searing flames of the torture fire!

SHOW the stockade under siege!... Thousands of yelling savages—riding devils—shooting flaming death against the thinning hand who fought an epic battle for home and country!

SHOW the end of the crimson siege, with a small boy here paying the price of a renegade's treachery!

SHOW a red-painted paleface brought to terrific justice, in one of the most thrilling hand-to-hand fights you've ever had on your screen!



A George A. Hirliman Production . Directed by David Howard Associate Producer Leonard Goldstein. Screen play by Daniel Jarrett Story by Edgecumb Pinchon . . . R K O R A D L O P I C T U R E

BOONE'
HEATHER ANGEL

JOHN CARRADINE • RALPH FORBES • CLARENCE MUSE

EXPLOITATION -:- By Epes W. Sargent

Down in St. Loo

Down in St. Lou

Three outstanding campaigns for St. Louis, of the Control of Schools, Kendrick was given complete, passage to classes and sent inrough campaign which included herale passage to classes and sent inrough campaign which included herale parties. All in all pix was really sold to spots where it should bring returns.

Battling for second honors were Ambassador with 16 for where Mage Ambassador with 16

dow cards and general material on stage shows.

Fox with Sill Raypor and asst.

Fox with Sill Raypor and sold and an arg.

In a stage of the Sill Raypor and sold and an arg.

In a stage of the Sill Raypor and sold and sold and an arg.

In a stage of the Sill Raypor and sold and s

Phone Raffles

Phone Raffles

Something different from the usual Raffles, gag is the telephone Raffles, which is worked wholly on the telephone, which is worked wholly on the telephone Raffles, which is worked wholly on the telephone and the first person to call up for \$25. Emphasis was given to \$25. Emphasis was given to the statement that no trick number was being used. It could be found in the book, though not under that the waste of the statement that no trick number was being used. It could be found in the book, though not under that the waste of the statement that not the statement that the statement of the statement that the statement of the statement that the statement that the statement of th

Gone to the Dog

uone to the Dog

The Hague.

In order to boost premiere of MGreel Touch vun which the dog
Rin Tin Tin Vun which the dog
Rin Tin Tin Vun which the dog
Rin Tin Tin Vun
Part, Amsterdam had the scoop of
an exhibition of dogs competing for
prizes offered by various firms.

Exhibition arranged under auspices
of Metro-Goldwyn Holland office in
Station of the Company of the Company
Rein Coddwyn Holland office in
Station of the Coddwyn Holland office in
God Station of the Coddwyn Coddwyn

Well Coddwyn Holland office in
Station of the Coddwyn Coddwyn

The Coddwyn Coddwyn Coddwyn

The Coddwyn Coddwyn Coddwyn

The Coddwyn Coddwyn Coddwyn

The Coddw

House Organ

Latest house organ to be reported comes from Frank K. Shaffer of the Warner Virginia, Harrisonburg, Va. It's a four-page monthly, self-supporting through merchant ads, and is distributed folded into the local Sunday paper (which prints this sheet), and through distribution to schools.

sections.

Well edited and carries enough general matter to be more than a straight house plug, so it should go to weekly issue presently.

Lobby Scenery

At least one theatre has a seene r dock for its lobby just as the usual ostage has a dock for its regular sets. It was not all laid out at once, but it was not all laid out at once, but least the usual laid out at once, but least the lates. The idea is so useful that it is strange that it has not been widely a dapted, particularly since it represents a very material saving in building material and costs in is about 18 feet deep with a 22-bot opening, if it is cut by three sets of doors; one for entrance and two for exit. Normally the doors are finished in maily the doors are finished in the doors are finished in the doors are finished in the doors are finished i

valance, corresponding to the der drop in the stage outfit, hides the top.

the first set was painted to represent a circus entrance. Later other compoboard duplicates were made, each with a special purpose in mind. One is a palace, another a tropical exterior, a third is a snow scene, and others represent a garden, a seasioner, a deep forest and a public other set with the stage of the stage

Street Work

Street Work

Sending out curiously dressed people to advertise an attraction is the control of t

One in 1.000

Lincoln.

Jay Clarke, mentalist at the Lincoln, here, got mixed up in the opposition Varsity's publicity gag this week for a general laugh all around. Clarke holds hands and tells fortunes with the gals between shows on the mes of the Lincoln and one and very nervous, earne to him with an entreaty for him to tell her whether her husband was unfaithful. She said she had received an annormous letter and handed it to "I date you to take your husband to see Craig's wife." City Manager Milt Overman had sent out 1,000 as a stunt on the Columbia film.

School Stuff

Greenville, S. C. Greenville, S. C.

A refreshing note in exploitation is seen here each year with the opening of the rah-rah institutions. Diek Lashley, Carolina, sends out neathy printed formal invitations enclosing one admish pasteboard to every new stude and prof entering the two local shopstin in the created gives Lashley's Carolina steady four-year take of stude's money-from-home.

Mickey's Birthday

A Credo
Joseph Bernhard, g.m. of Wamer
Bros. theatres, is sending to all houses
a neat card intended for the service
staff. Makes a clear statement that
well might be copied by others.
He Judge', the copy reads.
"To thousands of patrons you are
he company. If they like you, they
praise the company. If they dislite
you they blame Warner Bro. But
reaction to this company.
"If you are gentle with
when angry or resentful,
"If you are courteous in every personal contact, self controlled even
when angry or resentful,
"If you are gentle with the very
lif you remember at all times
in hearing every complaint.

"If you remember at all times
in hearing every complaint.
"If dealing with every patron that
slocan of Warner Bros. Is:
"To thousands of the page of the page
solved of the page of the leading of the page.
The pour are gentle with the very
lif you are gentle with the very
life you are gentle with the very
life you are life life you have a look of the life of the life life life

BEHIND the KEYS

Price Critchfield Amusement Com-pany planning to build a new the-active of the company planning to build a new the-to-company planning to the company planning to the company the company plans for a new movie theatre at Rubbard, is reported hav-ing drawn plans for a new movie theatre to go up on a site directly opposite his present theatre there to the Masonic theatre building at Mid-dleport, and will revamp it for a film house.

ouse. E. E. Bair has taken over the Ritz

E. E. Bair has taken over the Ritz at New Comerstown.

Pete Worthington now manager of the Bluftton theatre at Bluffton.
Paul Rader has announced he is building a new movie house at New-

building a new movie nutsee a rearrant ark:
Recent theatre ownership changes in this area include Macks (formerly Pastime) at Addyston to Virgil McGaha by Roy Hay; Cove (formerly Favorite), at Covington, transferred to Ruby F. Lee by Herman Bayer; Ritz. New Comerstown, transferred to E. Blair at Ortit Bross, Lyrie, at Tiffin, transferred to Fred Sommers.

Providence Providence.

Less than five weeks after he took over the helm at the Albee theatre, now the sole RKO unit in this eity Clem Pope has quit as manager at that stand are the standard plans to take over a theatre in that city. Pope has been replaced in Providence by William Brown, a native product, but who has spent little time here. This is the the control of the con

St. Paul.

Local show map considerably
changed, with George Aurelius moving from loon Tower management
from RKO as Lou Golden's aide. REo.

Local state of the control of the control
from the Riviers to take George's
old job at the Tower, Howell Kadrie
moving from the Riv to assist Walt
Van Camp at the Paramount, and
John Reed and Foster Shell faster
Golding entithelie man
hadding down the two top jobs at the
Riv.

Detroit.

Two 1,800-seat theatres are being built in suburban Dearborn at cost of \$150,000 each. Both will be finished around first of year.

Joseph Stoia and Joseph Miskinis, owners of the Midway and Alden houses in Dearborn, are erecting the Circle. Associated Theatres, Inc. operator of eleven houses in Detroit and Michigan, is building the Congress.

Ed Smith, for many years a Par-amount-Publix manager, replaces-Louis B. Christ as manager of Fox-West Coast's Arlington. Christ be-comes district manager for Arizona for the circuit. Fox-West Coast has reopened the Granada in Ontario with J. W. An-derson as manager.

Birmingham. Frank Dudley, manager of the Twoli, made manager of the Twoli, made manager of the Strand, succeeding On Fikes, who has been read to the Rialto, Chattanoga, Allsworth Dye, Jr., now manager of the Tivoli.

Fox-West Coast is renovating the Rialto theatre at a cost of \$10,000. R. H. McCullough, in charge of F-WC maintenance, is here from Los Angeles supervising work.

opened completely remodeled,

Lew Cohen named manager of the
Palace, operating on a split-time
schedule with the WPA project. Moving pietures will be operated two
weeks and the WPA project, with
stage the stage of the Policy of the
stage that the weeks and the weeks and
Jack Simons, manager of the Poli,
returned from a vacation in Cleveland. Olio.

Arch M. Bowles, division manager for Fox-West Coast here, now has three first run houses under his supervision in San Jose since his elicuit took over operation of Padre. Besides the Padre, chain has California and the Mission. W. Longard of the Company of the Padre, has moved to Southern California following acquisition of house by Bowles.

Joe R. Kauffman, for last six years a salesman for U here servic-ing the West Virginia territory, has just been named manager of the Pittsburgh office. He succeeds all Barneti, who died 10 days ago of a blood stream infection.

Spartanburg, S. C.
New Ritz, Newberry, 20 miles
south of here, nearing completion
Construction has been under way a way a

ar.
Fred Reid of State, head of new Fred Reid or State, near of Northeatrical organization of Wilby-Kincey chain staffs; have to promote professional, civic and social inter-

New Orlcans

L. M. Ash, until recently operator and manager of the Liberty theatre, took over the management of the recently remodeled Strand heatre tolk consideration of Manager thurry McLeod.

Vic Maurin for several yeors at booker at the Re-public office here, is now managing the Fox theatre at Houma, La.

Charlotte, N. C. R. H. Rogers theatre building at Shelby has been leased to W. H. Webb, who already operates the Webb there. W. M. Burney will build at Colum-

bia. Colonial, Florence, open.

Whittier, Cal.
Bruen Theatres, Inc., has taken
over Wardman and Scenic houses
from the Whittier Amusement Co.

Palace theatre (Fabian) joined the Harmanus Bleecker Hall, under the same management, as a double fea-ture house beginning Thursday (1), leaving the Strand (WB) the only single feature theatre in Albany.

Co-operation

Co-operation

Much more can be done with the newspapers if the managers make it a two-way co-operation instead of always being on the gimme end. For the control of the con

Lectures

Metro is preparing to pave the way for Romeo and Juliet with tectures to local organizations, just 7 as Dream' by Good organizations, just 7 as Dream' by Good organizations, just 7 as Dream' by Good organizations of the state of

Tagged to News

When the news stories of the possibility of the marriage of Buddy Rogers and Mary Pickford broke lately, Herry Brown, Ir, of the Parallely, Herry Brown, Ir, of the Parallely Herry Irom the Boston papers and made these the basis for a special one sheet for the lobby, hooking, to Rogers appearance in Old Man Rhythm' a few days later. Chief at Lander, the same lines he hooked Easy Money' to a semice with a similar title, which got him a big display in a store window, including 20 stills. On his pony contest he is giving, extra, votes to the hooked Easy Money' to a semice with a similar title, which got him big display in a store window, including 20 stills. On his pony contest he is giving, extra, votes to the vice as at the matine, at which the votes are issued. Helps to get in more kids. And he is bolstering Wednesday bit by giving 10 courses on his givesway to those who come that off night. Costs nothing and builds attendance.

'Hats Off' Train

As a nation-wide stunt for 'Hats Off,' Boris Petroff-Grand National release, a novelty train has been bought for \$10,000 to visit key cities on bally. Train plays an important part in musical numbers in pictura, and when routed on road will be accompanied by bevy of girls.



"A WHALE OF A SHOW"

-Hollywood Reporter

"A Sure-Fire Box-Office Hif"

"This is a whale of a show, packed solidly with top entertainers and top entertainment from end to end. With about everything that a light musical should or can have, it is a box-office bonanza and is likely to do some fancy record-breaking everywhere."

—Hollywood Reporter

"Real Box-Office Throughout"

"Entertainment is the word for 'The Big Broadcast of 1937.' Laden with laughs, swell music, lively tunes and rollicking dialogue, the picture is a riot of fun. From opening scene it moves at a grand pace and is throughout real box-office. Never taking itself seriously, the film has a genuine flippancy that is always amusing."

—Daily Variety

"A Wealth of Values"

"A wealth of values is included here, resulting in high quality entertainment and nice exploitation possibilities. The picture gives audience or exhibitor all that either looks for in a film. Both the spectacularly mounted celebrity revue and inside radio station comedy-romance sparkle with music, dancing specialties, excitement and fun that make desirable amusement moving with speed and precision."

-Motion Picture Daily

"THE BIG BROADCAST OF 1937"

JACK BENNY • GEORGE BURNS and GRACIE ALLEN • BOB BURNS • MARTHA RAYE BENNY GOODMAN AND HIS ORCHESTRA • Shirley Ross • Ray Milland • Frank Forest Benny Fields and specialties by the following: Leopold Stokowski and his Symphony Orchestra • Louis DaPron • Eleanore Whitney • Larry Adler • Virginia (Pigtails) Weidler David Holt • Billy Lee • Directed by Mitchell Leisen • A Paramount Picture

254 Muggs Tell the World About Hollywood: Latest Official Roster

No. 1 position in list of press credentials issued to writers covering the studios went to the Associated Press last week. List issued by the Motion Picture Producers Association totals 254, a decrease of 39 from the previous quarterly roll. Press associations, syndicates and newspapers received 167; freelance writers, 39, and foreign press 49

pers received 167; freelance writers, 39, and foreign press, 48.

Card No. 1 is held by Walter B.

Clausen of the AP. The other press associations, International News Service, United Press and Universal. Service, is represented by two or

more correspondents each. Twentyone daily newspapers have regular
representation in the studic colony,
and 12 of the national syndicates, including the Associated Negro Press.
Newspapers in nearly every foreign country have reps here to send
out news. Correspondents of some
spots are Nora Laing of Cape Times,
South Africa; Hiroshi Suzuki, of
Osaka Mainicki Shimbu; Desider Pek
of Az Est, Magyar Orszag; Tamara
Andreeva, of Roupor, Harbing,
China; Nejot Yonceova, of the Cumhuriyet, Istanbu!; Hassan Ezzat. of
Al Ihram, Cairo, Egypt, and Lily
Leion, of the Elokuva-Aitta, Finland,
List of scribes and sheets follows:

Studio Press Correspondents

Associated Press: Walter B. Clausen, Hubbard Keavy, Robbin Coons, Brian Bell, Relman Morin, Homer McCoy.

McCoy.
United Press: Ronald Wagoner, Leo Baron, Henry Sutherland, Theon Wright, Alan McElwain.
King Features: Harrison Carroll. Chryse Coleman.

Hollywood Citizen-News: James rancis Crow, Ellzabeth Yeaman. Universal Service: Louella O. Par sons, Belle Postal.

Newspaper Enterprise Ass'n: Paul Harrison, Erskine Johnson, Jeannette

Newspaper Enterprise Assm: Paul.
Harrison, Erskine Johnson, Jeannette Mechan.
Harrison, Erskine Johnson, Jeannette Mechan.
W. K., Rawles.
Los Angeles Times: Read Kendall, Edwin Schallert, Philip, K. Scheuer, John Scott, Alma Whitaker, Graçe Kingsley, Jane Plante, E. V. Durling, Marshall Kester.
Los Angeles Examiner: George McCall, Florence Lawrence, Harriet-Parsons, Muril Anderson, Marchanette, Parsons, Marchanette, Control, Proceedings of the Party of the Control of

News: Esteano. Deairon.
New York Times: Douglas
Churchill
Fhiladelphia Public Ledger Syndicate: Alice Tildesley.
General Percy,
Helene Barclay.
Chicago Tribune Syndicate-N. Y.
Daily News: George Shaffer.
North American Newspaper Alliance: Sheila Graham.
Christian Science Monitor: Robert
K. Sheilaby.

Christian Science Monitor: Robert K. Shellaby.
Quigley Publications: Boone Manguill, Llewellyn Miller, Gas McCarthy, et al. Llewellyn Miller, Gas McCarthy, Film Daily, Ralph Wilk, Ted Wilk. Vanuery and Daily Variety: Arthur Ungar, Bill Brogdon, Jack Edwards, Jack Jungmeyer, Murphy McHenry, Jack Hellman, William Swigart, Kay Campbell, George Barr Brown, Gene Haynes.

Campbell, George Barr Brown, Gene Haynes.
Script: Bob Wagner.
Hollywood Reporter: William Wilkerson, Fred Stanley, Reed Portr., Ted Taylor, Edward Gibtons, Harry Friedman, Vance King.
Hollywood Speetators.
Associated Publications: Velford Spear, Phil Juergens, Russell Hoss.
Linsider: Murray Bois-Smith, Pauline Gale, Frauk R. Jackson.
Liberty Magazine: Ted Shane.
McNaught Syndicate; James Fider, Lloyd Brownfeld, Henry Fine, Spear, Phil Spear, Philostions: Symour Peiser, Steve Heory.

Billiboard: Seymou Henry, Faweett Publications: Harry Hammond Beal, Harmony Haynes.
Hollywood: Ted Magee.
Movie Classic: Eric Ergenbright.
Screen Play: Marian Rhea.
Motion Picture: John Schwarz-

Motion Picture: John Schwarz-koff, Screen Book: Florence Johnson. Modern Screen: Leo Townsend. Movie Mirror and Photoplay: Ruth Waterbury, Watter Alderton, Sara Hamilton, Watter Ramey, Dorothy Fish, Howard Sharpe, Kathleen How-ard.

Picture Play: Elss Schallert. S. R. Olcki) Mook, William McKegg. Silver Screen and Screenland: Screenland: Elizabeth Wilson, Jerry Asher, Ida Zeitlin, Ruth Tildesley. Good Housekeeping: Dixie Willson. Boll Syndicate: Evelyn Herberts. Play Syndicate: Mayme Ober Peak. New Orlean: Mayme Ober Peak. New Orlean: Hem-Tribune: Mrs. Olive Orbison. Boston Sunday Post: Myrtle Gebhart.

hart. Editor and Publisher: Ken Taylor. St. Louis Post Dispatch: Harry Nie-

News-Tribune: Edwin Duluth Furnbladh

Evening Telegram, Superior, Wis.: Ruthalice Selznick. New York Daily News, Chicago Daily Tribune: Rosalind Shaffer, Showmen's Trade Review: Joe

Blair.

New York Journal, Washington
Post, Boston: Daily Record, Los Angeles Examiner: Lloyd Pantages.

Movienews, Chicago; Oregonian.
Portland: Marle Canel.

Stage: Cornelia Penfield.

Jewish Telegraphic Agency Syndicate: Helen Zigmund.

Wales C. Free Press: Clarke H.

Wales C. Free Press: Clarke H.

Detroit Free Fress Community Wales, Screen and Radio Weekly: Lyle Rooks, Frances Morrin, King Features Syndicate, New York Daily Mirror, Sunday Magazine Section; New York Evening Journal, Chicago Evening American: Jack Lait, Jr.

Battimore-Sun, Philadelphia Buthard

Baltimore Sun, Philadelphia Bulletin, Minneapolis Star, Oakland Tribune: Sessi Henderson, Southern California Newspapers: Marion Nevin, Mewspapers: Marion Nevin, Mewspapers: Marion Nevin, Mewspapers: Marion Nevin, Hindu (Madras), Jam-E-Janshed (Bombay): Jeannete Rex.
Parents Majazine: Mrs. John Vruwink, Mrs. Palmer Cook.

Per Palmer Cook.

World Wide News Service: Louis Pekarsky. Long Beach Press-Telegram: Don Todd. Popular Zedach. Musical Courier, Metronome, Etude Music Magazine: Carl D. Kinsey. Musical America: Hål Crane. International Photographer: Earl

Thelsen.
Star-Bulletin, Honolulu: Georgia
Stiffler.
Associated Negro Press: Fay M.

ickson. Courier, Pittsburgh: Bernice Pat-

Courier, Pittsburgh: Bernice Pat-ton. Cinema-Graphic-News Service: Ed-ward Long. World, Tulsa, Okla.: Larry Smith. Register, Des Moines: Joseph Lew-ellen.

ellen.
News-Advertiser, Flint, Mich.:
William A. Halpern.
American Cinematographer: Harry

Burdick. Tribune, South Bend, Ind.: Betty

Tribune, South Bend, Ind.: Betty Proctor.
Popular Science: Andrew R. Boone. Chicago Morning Mail, Illinois News Assh: Marshall Ames, III.
Thompson Service, Cincinnati: Irving Wallace.
Arcadia News, Long Beach NeysSignal, Bhail Brith Massenger, Los
Angeles Baltein: Barney Glazer,
Angeles Baltein: Barney Glazer,
Chicago: Press Councils, Inc., Chicago: Hanna
Spector

Press Councils, Inc., Chicago: Hanna Spector. Sunday Sun, Telegram, Lawrence, Mass.: Dot Meyberg. Clilton Publications: Harry R. Ter-

hune:
Nebraska State Journal, Lincoln:
Viginia Barrett.
New York Sunday News: Adelaide
Fielding.
New York Enquirer: Dorothy Port-

ser.
Holland's Magazine: Prudence An

Holland's Magazine: Fruuence and derson.
New York Herald Tribune: Fay Gillis Wells, Linton Wells.
Sunday (N. Y.) Herald-Tribune: G.
Stude Free Lancers (Fan Mags)
Philip H. Bailey, Barbara Barry.
Byron Bishop, H. A. Boyd.
Maude Cheatham, J. Eugene Chrisman, Sada Cowan.
Franc Dillon, Wick Evans, Jack Grant.

Grant.
Gladys Hall, Katharine Hartley.
Gertrude Hill, Julie Lang Hunt.
Leroy Keiheer, Jeanne De Kolty,
Juliette Laine. Linn Lambert; Jerry
Lane, Harry Lang, Mude Lathen,
Sonia Lee.
Ben Maddox, Marcella March, Virginia Maxwell, Anne Ellis Meyers,
Fred Myers.

December 4 Proctor, Amis Fage Faimborg, Kay Froctor, James Reid, Ramon Romero.
Lillian Shirley, Jon Slott, Dorothy Spensley, Helen Starr, Leon Surmelian, Whitney Williams, Virginia R. Wood, Dorothy Woolridge.
Foreign Fress Correspondents
Amalgamated Press, London: Col.
S. F. Jacobs.

r. Jacobs. Cinearte, Rio de Janeiro: Gilberto

Souto.

Kinematograph Weekly and Picture Goer, London: Phil Lonergan.

Illustrated Weekly, India: Cape
Times, South America Lady's Pictorial, Free Lance: Nora Laing.
Cinelandia, Los Angeles: John J.

Moreno.
Sintonia, Buenos Aires: Carlos
Borcosque, Jack Hall.
Aconcagua, Femina, B. A., Cinelandia, Ecran, Zig-Zag, Chile; Tito
H., Davison.

landia, Ecran, Zig-Zag, Chile; Tio H. Davison.
La Pattie, Montreal: Louise Gilbert, Lucien A. Sauvage, L'Intransireent and Pour Vous, Paris: Harold Salemson, Tore Beaute, Paris: Paula Walling, Excelsior, Cinemonde, L'Ecran, Le Petit Parisien: C. L. George.
Ibero-American Press Bureau, Revista de Devista, Mexico City; Cinegramas, Madrid: Movie Times, Eigä No Tomo, Tokyo; Eugenio de Zarraga,

raga. Sunday Post, Dundee: Canadian Papers, Glasgow Bulletin: Robert

Sunuay
Papers, Glasgow Bulletin.
Watson.
Daily Express. Film Weekly, Film
Fair, London: William H. Mooring.
Osaka Mainichi Shimbun; Heroshi
Suzuki.

Fair, London: William H. Movimis.
Osaka Mainichi Shimbun; Heroshi Sizuki.
Saki Mainichi Shimbun; Heroshi Sizuki.
A. R. A. Duckworth-Ford.
A. R. A. Duckworth-Ford.
A. Est, Pesti Naplo, Magyar Orszas: Desider Pek.
Berliner Tildende Syndicate. Copenhagen; Film Og. Teater, Oslo: Allen Hersholt.
Paris-Soit: Jacques Lory.
Paris-Soit: Jacques Lory.
Paris-Soit: Jacques Lory.
Paris-Soit: Jacques Lory.
Chemonde: Etaline Hellinger.
Chemonde: Etaline Hellinger.
Schweizer Cinema, Film Presse.
Geneva: Film, Lausanne: Hans
Schneider.
West Indian Review, Jamaica:
Normal Lausanner Schall Deavus De A a Z.
West Indian Review, Jamaica:
Normal Lausanner Schall Deavus De A a Z.

Street Indian Review, Jamaica:
Norma Deane.
Le Peuple, Shell Revue, De Aa Z,
Beleium: Victor de Vise.
Mujeres Y, Deportes, Mexico City;
Novedades: Horacio Randolph.
Le Control Contro

Del Mattinez.

Era, News and Mercury, Readers
Era, News and Mercury, Readers
Buchanan.
Roupor, Harbin, China; Taniara
Andreeva.
Filmjournalen, Vecko-Journalen,
Rusmodern. Lektyr,
Graphic, Manila: P. C. Morantie.
Graphic, Manila: P. C. Morantie.
Screen Pictorial, Pearson's Weekly, London: Guy Austin.

El Dia Grafico, La Noche, Barcelona; Diario De La Narino, Havana:
Matwertiser, Adelaide: Julia MacJonald.
Filmbilden, Stockholm: Gunnar
Garman.

Filmbilden, Stockholm: Gunnar Carman. Social, Havana: J. P. Bombino. Bonniers Manadstiding, Stockholm: Eric Valdemar Drimmer. Grafos and Humory Comercio, Havana: Elena Rivas. Sabuni International Syndicate: Victor J. Sabuni. International Syndicate: Victor J. Sabuni. Brance (English Papers): Mrs. Artes and Chapter (English Papers): Mrs. Artes and Chapter (English Papers): Mrs. Hudson.

Toronto Star Weerly Avon-Hudson.

Arbeiter-Zeitung (Basil), Syzial-demokrat, Pravo Lidu (Prague), Volksprecht (Zurich), Social Demo-kraten (Stockholm); Max Winter, Cumhuriyet, Istanbul: Nejot Yon-

Cumhuriyet, Istanbul: Nejot Yon-ceova. El Telegrafo (Guayaquil), La Razon (Bolivia), Hoy, El Imparcial (Chile): Rafael M. Elizalde. Al Ihram, Cairo: Hassan Ezzat. Central Press Canadian, Star Newspaper Service, Toronto: Flo Marshall.

Marshall, Woman, Sydney: Thornton March. Elokuya-Aitta, Finland: Lily Leino

Two Athletes Settled Suits Vs. Newsreel

Two breach of contract suits involving Movietonews, Inc., have been settled out of court it became known esterday (Tuesday) when attorneys filed stipulations in the N.Y. supreme court discontinuing the actions.

Siegried Steinwall, ski-jumper, known professionally as 'The Great Siegfried, filed suit in 1934 naming Movietonews, MGM Distributing Corp., and International Newsreel Corp., and international Newsreel Corp. He sought \$50,000 for neglect-ing to properly compensate him in the distribution of shorts taken of him in October, 1933.

mm in October, 1853.

The other suit, by Sidney Frank-lin, the builfighter, against Movie-tone News and Fox Film Corp., asked \$100,000 damages for exploit-ing his name and picture without his consent. His complaint also 11-leged libel.

Details of the settlements were not

Eleanor Packer, Rilla Page Palm. New French Camera Gets H'wood Break-in and OK on 'Chan at Opera'

His Log Book

Hollywood, Oct. 6. TWA flying pals of La Verne Brown, pilot recently tagged to contract by B. P. Schulberg, gave him a present when he left the line.

H'WOOD RACE TRACK CHANGES ITS LOCALE

Los Angeles, Oct. 6, Kicks from the Douglas Aircraft Corp. and the Bureau of Air Commerce against construction of a new \$1.000.000 race track near the \$1,000,000 race track near the company's plant at Santa Monica has caused the Hollywood Turf Club to abandon the site. Alfred E. Green, prez of the club, asserted that the club has options on three other L. A.

Announcement of selection will be

Announcement of selection will be made shortly. Green said that it would take about eighth months to erect the plant and that 350 men will be employed for that purpose. He emphasized that all money subscribed has come from Southern California residents with idle money available to invest in a secretive representation. sporting proposition.

sporting proposition.

Green further stated that when the organization starts construction of the track that it will have \$1.250.000 in the treasury. Through good purses, outli hopes to bring top nags to the Coast for the summer racing season. Proposition is directed primarily at the tourist trade.

RKO'S 'DIRECT MAIL' AWARD

RKO'S 'DIRECT MAIL' AWARD Cincinnait, Oct. 8.
Top award in a fiation-wide field of 50 entries for competition in the Direct Mail Leaders of 1930' was copped by RKO-Radio Pictures last week in the three-day annual conference and exposition of the Direct Mail Advertising Association, conducted here in the Netherland Plaza, The prize-winning material was accredited to Leon J. Bamberger, sales promotion manager of RKO-Radio Pictures. Cincinnati, Oct. 8.

Top award in a faiton-wide field of 50 entries for competition in the Direct Mail Leaders of 1930 was copped by RKO-Radio Pictures last copped by RKO-Radio Pictures last week in the three-day annual conference and exposition of the Direct Mail Carlot Pizza. The prize-winning material was accredited to Leon J. Bamberger, sales promotion manager of RKO-Radio Pictures.

Judging was on novel, artistic and impressive grounds. 91'twist the association's 19th yearly powwow.

Hollywood, Oct. 6.

Successful results of photographing 'Charlie Chan at the Opera' at 20th-Fox with the new Devrie Super Parvo camera, an importation from France, has studio execs enthused over its possibilities. Lucien Andriof, Bruce-Humberstone and John Stone, producer, believe the new product will observe the possibilities and the productive Humberstone and John Stone, producer, believe the new productive Humberstone and John Stone, Principal features are said to be in mobility because of much less weight, which saves 15-30 minutes on each setup, improvements on focusing apparatus, only one loading for each 1,000 feet of film shot, and accessibility of all adjustable parts. Camera weighs only 95 bis., as against the American equipment of 440 bis., including camera and silencer blimp. Cost also is said to be much less than U. S. equipmental the control of the camera and mark the film for takes. The one-punch sytem does away with this method. Likewise, in old style cameras, film frequently runs out without knowledge of the camera in socing. The one-punch stops as the film runs out.

If all Mohr will use the camera in shooking. Too of the Town' at Universal.

Pathe Vs. H. B. Freedman For \$5,000; Shorts' Deal

N. Y. Supreme Court Justice Shlentag has directed Herman B. Freedman to appear Oct. 28 for ex-amination before trial of the action brought against him by Pathe Film Corp., to recover \$5,000 on promis-sory notes. The court also directed

Advance Production Chart

(Continued from page 17)

final preparation touches to 'A STAR IS BORN,' formerly 'IT HAPPENED IN HOLLYWOOD,' which will be made in Technicolor.

Universal

One in work, 14 editing, eight preparing. In work: "THREE SMART GIRLS," reported VARIETT Sept. 16, No pictures started

THERE SHARF GIBLS, reported variety Separation of the Mississippi, TREVE, TALK OF THE TOWN, BLONDE DYNAMITE and ADVENTURES END.

Warners

Seves in wort. 14 editing, 16 preparing. In work, MELODY FOR TWENDEY CONTROL THE MELODY FOR T



Ace sports scribe Paul Gallico had

a brainstorm about a newspaper lad

who handed his gal a three alarm fire for a wedding

present. The Saturday Evening Post grabbed it, published

it. Millions of Post fans clapped hands, cheered.

B. P. Schulberg grabbed it, filmed it

with ace romantic comedy team, JOAN BENNETT

and CARY GRANT. Directed by Richard

Wallace . .. Now you get what the critics call

"swellest romance-comedy in months"

Paramount's ...

"WEDDING PRESENT

to prove for the millionth time

It Pays to Play a Paramount Picture!



16MM SQUAWKS UP AGA

Film Industry Plans Huge Pix Exhibits for N. Y.'s Fair in 1939

The film industry will be represented at the world's fair in New York in 1939 by the largest array of picture projection machines, miniature screen shows and display of negative ever assembled in one single show. Latest developments and improvements in pictures, equipment and projection will be available for use in actual commercial propositions.

It is estimated that there will be

propositions.

It is estimated that there will be nearly 1,000 projection machines operated in various buildings and exhibits at New York's big exposition. Approximately 400 were in constant use at the Chicago world's fair two years ago, and more than double that number will be spotted in the N. Y. fair.

in the N. Y. fair.

Bulk of these will involve the continuous projection system such as is used. In the second of the second of

N. Y. regular exhibitors.

Industry is now mulling over the idea of spotting a huge special exhibit: at the New York exposition, probably a replica of a model Hollywood studio. If okayed it undoubtedly would be conceived and constructed through and under the supervision of the Motion Picture Producers and Distributors.

1ST TWO BANK NITE **ACTIONS IN DENVER**

Denver, Oct. 6.

The first suits to be brought against the Bank Night as operated by the Lucky, Seven Theaters in Denver were filed in court here by two dissatisated customers. Robert L. Voth, who is suing for \$290, claims he was registered at the Mayan theater, and was standing oitside the theater when the name was called as "Roth," and that he did, not answer because he did not know his name had been drawn. Trial for his case has been set Oct. 19.

3. The other contestant was a suit of the contestant when the suit of the contestant was a suit of the contestant was resulted to the contestant was a suit of the contest

not know his name had been drawn. Arial for his case has been set Oct. 19:

"The other contestant, Mrs. M. C. Morain, claims, that she was: regristered at a drawing by a so-called couriesy card, given her at matinee performance, and won \$1,000. The theater management denies that it has or his had such a card for Mrs. 19:

Morain in its possession. 19:

Morain in its possession of the drawings, said that \$2,000 and ben given away since August, 1935, and these are the first complaints.

Frank Hickey, attorney for the theaters, said the cases will be fought to the finish. Winning customers must abide by our regulations that they be present, he stated. This is not a lottery, it is a gift. No consideration whatever is involved. There is no charge for registration and the registrant need never enter one of our theaters to the state of the state of the subsequent houses, gave a way \$2,000 one night the work one sight one part of the Lucky Seven, which gave \$2,400 one night.

U Buys Passer Yarn

Hollywood, Oct. 6.

Hollywood, Oct. 6.

Rolf Posser, Czechoslovakian author, now in Hollywood, has sold his unpublished novel 'Life of Alfred Nobel,' Universal.

Studio, planning to make it one of the most important pictures on the most important pictures on the the declule, has signed Passer to do the treatment. Book will be published latter part of this year.

Appeals Court Confirms Nix on Par Legal Claims

NIX on Far Legal Claims
U. S. Circuit Court of Appeals on
Monday (5) confirmed the ruling of
District Judge Alfred C. Coxe, who,
last November, refused to allow the
claims of several attorneys for services in connection with the Paramount reorganization proceedings.
The higher court at the same time
the standard of the same time
the \$3,000 claim entered by Adolph
Feldblum, attorney for petitioning
creditors.

Those whose claims were refused were: Archibald Palmer, attorney for bond and stockholders, \$15,000; Louis Boehm, \$10,000; A. J. Schanfarber, Abram M. Frumburg, Edgar and the control of Those whose claims were refused

JOHN HARRIS OF PITT **BUYS DET. HOCKEYISTS**

John Harris, Pittsburgh theatre owner, Sunday (4) pinhaneae the Detroit Otypnics, pinhaneae the Detroit Olympics, pinhaneae the Detroit Olympics and pinhaneae the Detroit Olympics and pinhaneae the Detroit Olympics and amateur team in the Eastern League. Harris, who also has operated an amateur team in the Eastern League. Harris, who also has owned several minor. league baseball clubs and is a director of the Pittsburgh Pirates, acquired the Pittsburgh Pirates, acquired the Pittsburgh a winning club at any cost. Olympics have won International League championship for past two years under demands the pittsburgh will also move the pittsburgh olympics will remain as farm for Detroit Red Wings, local major league entry. Louis J. Griffels, gen. mgr. of Olympics, announced. The O's new home will be the Duduesne Gardens, Pennsylvania's -biggest ice-palace, in Pittsburgh. The Harris group will have complete control of the O's activities, financial and other-wise.

Harris also operates the Family theatre here, a venture started by his father 35 years ago.

U and Golden State, T.&D. Finally Set Prod. Deals

Finally Set From 19216

A two-year deal between the Golden State and the T. & D. Jr. circuits for, the entire Universal product was finally signed here last week after a controversy which lasted over a period of two weeks. James R. Graingeri, general sales imanger of Universal, made several the Golden State and Mike Naity of T. & D. to signature a contract which would place his product in the 67 houses of both chains.

When circuit exces couldn't get together with Grainger on satisfactory terms, Universal exec threatened to run his product in churches, halls or tents. Deal hung fire so long that U had already sold Godfrey' to opposish houses in six spots where some the sum of the second of the second of the second of the second of the letter by Universal, but McNeil and Naity will get entire Universal lineup for their other houses.

REGAN'S 'GO LUCKY'

REGAN'S 'GO LUCKY'

Hollywood, Oct. 6.
Phil Regan's second picture under his contract at Republic will be Happy Go Lucky, an orig by Ray Schrock, Eric Taylor and Olive Cooper.
Aubrey Scotto will direct, Colbert Clark supervising.

NON-THEATRICAL **COMPETISH NIPS**

Exhibs No Like Growing Business of Miniature Films — Releases Within Five or Six Months of Na. l First Runs, Only in 16-Millimeter Form

REGULATING IT

Old flood of disputes over non-theatrical competition with a resul-tant flow of complaints from exhib-itors threaten to be revived over re-cently outlined plans of several ma-jor companies to expand their re-lease of older product in 16-millime-ter form.

One distributor, contemplating an extensive program of feature releases in A6-mm, size, is credited leases in A6-mm, size, is credited about 200 short subjects now available for the non-theatrical market. Some of the features are right up to within five or six months of national release date of the 35-mm, productions, according to current reports. The Hays office has maintained an aloof attitude on non-theatrical releases, whether 35-mm, or 16-mm, variety. This is based on belief that it is a matter for each individual company of the control of the company of the control of the company of the control of the contro

individual exchange hanagers to de-cide what persons, organizations and localities shall be supplied, the old issue crops out as to when these showings will not cripple the draw-ing power of presently established ing power of presently establis exhibitors.

The most definite check on ke

The most definite check on keeping these squawks down to a minimum, in the opinion of industry experts, is to delay release of all pictures in 16-mm. size until the exchange maiagers are convinced that regular feature picture requirements in his territory have been entirely exhausted. Even then it is highly dublous if exhibitors will get over their old resentment on the subject.

Hirsch Succeeds Leonard Charles A. Leonard resigned as advertising manager of Universal, succeeded by J. Albert Hirsch, his assistant last six months, effective Oct. 5.

Leonard is reported joining War-ner Bros. staff ultimately.

More Projectionists' Training **Schools Augur More Union Trouble**

N. O.'s Memphis Blues

New Orleans, Oct. 6,
Association of Commercer police
officials and business interests which
cooperated with the 20th CenturyFox camera crew during filming of
local scenes of Banjo on My Knee,
are plenty burned up over reports
that film will be story of Memphis
instead of New Orleans. Crew had
full cooperation of commerce group,
police and others during stay in belief flicker was to deal with New Orleans.

What burns the Association of Commerce is that the city's historical and beauty spots as well as colorful riverfront will appear in film as those of Memphis.

SHOWMEN'S DEALINGS IN PIX STOCKS, VIA SEC

Washington, Oct. More heavy unloading of Grand National securities by Edward L. Alperson during August was re-vealed last week by Federal Secur-ities & Exchange Commish.

ities & Exchange Commish.
Supplementing his sales of nearly
15,000 shares during the previous
fortnight. Alperson dumped 18,850
more pieces of \$1 common on the
market in eight days, according to
reports filed, As result of peddling
these ducats; Alperson sticed his investment from 43,396 shares to 26,548 vestment from 43,396 shares to 26,546 by Aug. 20. Biggests wad was sold on Aug. 4 when 6,000 shares were dumped. Other large batches were 2,500 on Aug. 3, 2,000 on the 5th, 2,500 on the 10th and 2,300 on the

Disposal of 2,500 shares of G.N. in two chunks during August was reported by Carl M. Leserman, who cut his holdings to 2,900 shares.

Other trading in film stocks re-

Michael J. Meehan, purchase of shares of Keith-Albee-Orpheum

4 shares of Keltt-Albee-Orpheum cumulative preferred during April, 1935, swelling total to 26,804.

Charles A. Stone, exchange of 330 shares of Pathe Class A preference in September 1935; sale of 100 and purchase of 50 in August, 1935, and acquisition of 300 in June, 1935. Wijed out his holdings by end of September last year.

September last year.

Major unloading of 20th CenturyFox common by Darryl Zanick, who
dumped 20,000 shares in 13 transactions and cut his holdings to
183,130 at the end of the month. He
peddled 10,000 shares on the 26th
and 1,100 ou the 12th, rémainder going in modest lath, rémainder go-

ing in modest bunches.

John D. Clark picked up 200
shares of 20th Century-Fox, bringing
his total to 201.

Beluted reports showed Mike Meehan held 26,684 shares of K.-A-O preferred at end of 1935 while no Fathe
stock was held by three directors,
Robert W. Atkins, Henry J. Guild
and Ellery W. Mann.

Al Boyd's 2,500-Seater

Philadelphia, Oct. 6.

Philadelphia, Oct. 6.
Construction of new 2,560-sest midtown film house is understood contemplated by Al Boyd, former operator of Fox and other Philly picture theatrest. Corner of 16th and Chestnut streets, in heart of best part of town, is spot designated.
Difficulty in way of carrying out project would be dearth of grade A films for exhibiting, as Warners has territory just about completely sawed up. Believed, however, that Boyd could land Grand National dis-

rawed up. Believed, however, that Boyd could land Grand National dis-tribution here and possibly United Artists, rumored to be somewhat disatisfied with past dealings with

distaished with your and with MB.

Boyd currently operates number of houses in suburban districts and smaller towns of this area. Operated Fox until WB took it over several months ago.

Threat of another operator union in the Greater New York area. which now has three organizations which now has three organizations occupying booths of the district, is seen in boothmen's circles by the resumption of schools for the training of projectionists. While the city for a time was issuing no licenses to such schools, understanding in union quarters is that several new ones have sprung into existence recently.

It is known that at least Local 306, the New York union which is affili-ated with the American Federation ated with the Americán Fedération of Labor, may register a complaint with Mayor F. H. LaGuardia, who has been sympathetic to the local's cause, and, it is felt, may be convinced that no further licenses should be issued. Union leaders declare that the training of additional boothmen merely adds to the presently large number of unemployed centry large number of unemployed 2,000 and 100 may 100 merel.

and their ranks, which runs between 2,000 and 3,000. With supply greater than demand, union fear is that if too many additional operators are schooled for ditional operators are schooled for the school of the sch

Kuykendall Reports Much Enthusiasm for MPTOA 10-Point Plan

Ed Kuykendall, president of Mo-Ed Kuykendall, president of Mo-tion Pieture Theatre Owners of America, returned to New York: this week with word that the exhibitor enthusiasm; over the MPTOA 10-point program was amazing. While generally, conceding that he has no definite pian of action to speed major company approval on the main ob-gram, he expects to be in Manhattan long enough to iron out any details that may arise. Kuykendall stated that the num-ber of exhibitors, some of whom he

Knykendall stated that the num-ber of exhibitors, some of whom he never knew existed, who had wrif-ten him while he was at his home in Cliaton, Miss., was amazing. All urged, him, to push through the MPTOA program to a successful conclusion. While currently there is little inkling as to when the major dis-tributors will place their official okay on various clauses in the 10-point line-up, leaders versed in in-dustry affairs expect approval of numerous planks in this platform before Congress meets next Janu-ary.

LE ROY GOES HUNTING

Will Start First Indie Product When He Finds Gravet

Hollywood, Oct. 6.

Megyn LeRoy, who makes his bow a WB unit producer with The King and the Chorus Girl,' can't find his recently signed star, Fernand Gravet, in France.

Production is slated for far weeks, with LeRoy holding everything in abeyance until he can locate Grave.

fter the purposeful policy of one whole year's strategic roadshowings for limited runs only

have created the most widespread public interest ever attracted to a motion picture success...for the

RELEASE NATION-WIDE WEEK THIS

JAMES CAGNEY
JOE. E. BROWN
DICK POWELL
OLIVIA de HAVILLAND
I.A.N. HUNTER
ANITA LOUISE
ROSS ALEXANDER
Jean Muir. e. Victor Jory
Verree Teacadale e. Hugh
Herbert e. Frank McHugh
Arranged for the screen by
Charles Kenyon and Mary C.
McCall. Jr. e. Musical Arrangement by Erich. Wolfgang Korngold e. Dances.
Directed by Nijinska



MAX REINHARDT'S PRODUCTION OF

BY WILLIAM SHAKESPEARE . MUSIC BY MENDELSSOHN . DIRECTED BY MAX REINHARDT & WILLIAM DIETERLE

'RAMONA' FAIR **\$8,000 IN MPLS.**

Minneapolis, Oct. 6,

(Besi Expleitation: Orpheum)

Justanding box office strength is lacking in this week's line-up and only mild grosses boxed. Grand to be a strength in the week's line-up and only mild grosses boxed. Grand to be a strength of the work of

ting the town afre at \$7,500 and \$8,000.

Orpheum did the best exploitation job with special window displays, and a blotter number contest for 'Adventure in Manhattan.'

Estimates for This Week

Estimates for This Week
Active Public 1909. 15-25)—
Earthworm Tractors' (FN) and
White Angel' (FN) (2d runs) and
Lady Be Careful' (Par) (1st run),
split Good \$900. Last week 'Sins of Man' (20th) and 'High Tension'
(20th)' (2d runs) and 'Son Comes
Century (Aurus) and 'Son Comes
Century (Publis)' (1,800; 15-25)—
Thythm on Range' (Far)' (2d run),
Good \$3,000. Last week 'Suzy' (MG)
(2d run), \$3,000, 20-25McAlly Second' (MG). Full lengthCharlie Chase 'comedy not showing
power at light \$1,200. Last week
Hollywood Blud' (Far) yanked after
poor half week at \$600, with 'I'd
light \$300.
Minnesota (Publix)' (4,200; 25-35McManno' (20th). 'A 55c. after

Give My Life (Par) finishing to light \$800.

Minnesota (Publix) (4,200; 25-35-55)—/Ramona' (20th). At 55c. after 5 p.7m. without stage show or other help, not cutting very wide swath. Heat well advertised an everyspers of the control of the contr

nuse \$4,000 nrst week at advanced prices.

Uptown (Publix) (1,200: 25-35)—
Gorgeous Hussy' (MG). First nabe showing and good \$5,000. Last week 'Green Pastures' (WB). \$3,200. good.

World (Steffes). (35); 3-320. good.

World (Steffes). (35); 3-320. good.

World (Steffes). (35); 3-320. good.

However, a Corphelymand still luring the customers for 15% \$3,200. Last week 'Love Agage (GB), \$1,600, fair.

Studio Placements

Hollywood, Uct. v.
Toll Keene: Howard Higgin directing Estar of Empire, Crescent.
Fred Scott. Cliff Nazarro, Howard
Hill, The Singing Buckaroo, Spec-Hollywood, Oct. 6.

Hill's the Singing Buckaroo,' Spectrum, Jack La Rue, George Rosener, Maurice Black, Matty Fain, Monte Vandergrift Donald Cook; Peggy Shannon, Herbert S. Cohen directing, Ellis Island; Invincible. Seots, Scott, State Conducting, Park Ave. Logger, Hirliman. Leo Carrillo, History Is Made at Night,' Wanger, 'I Promise to Pay,' Col...

Ward Bond, 'You Only Live Once,' Wanger.

Ward Bond, 100 0.... Wanger. Lionel Pape, John Burton, Robert Strange, 'Love Under Fire,' Gold-

Strange, 'Love Under Fire,' Gold-wyn, L. Bue, Franki Darro, Wil-liam Demmest, Pauk Haryr, 'Mind Your Own Busine,' Mind Your Own Busine,' Mind Your Aileen Pringle, Edward Arnold, Francine Larrimore, Philip Cusi-mano, Fern Emmett, Jonathan Hale, Robert Strange, M. Harry Hayden, Robert Strange, M. Harry Hayden, recting, 'A. Man and a Woman,' Schulberg,

cting, 'A Man and a woman, chulberg. Dora Clement, 'Nobody's Baby,'

Roach, Centenie, Arobody's Early, Roach, - James Carlisle, Dick Gordoni, Arthur Tollasso, George French, W. U.Skidmore, Verne Richards, F. M. U.Skidmore, Verne Richards, F. M. Welson, J. C. Dunn, Harry Van Metson, G. C. Dunn, Harry Van Metson, G. C. Dunn, Harry Van Metson, G. W. Welson, J. C. Dunn, Harry Van Metson, J. C. Dunn, Harry Van Metson, J. C. Dunn, Harry Van Welson, J. C. Landson, J. Landson, J. C. Landson, J. Landson, J. Landso

% DEAL FOR NBC'S 'ONE MAN'S FAMILY' AT PAR

San Francisco, Oct. 6. Paramount has made a percentage deal for the 'One Man's Family'

radio script show and cast, with details finally set here yesterday (Monday) after several months negotiations. Picture production starts Dec. 15.

Carleton E. Morse, author of the air serial; NBC, and the radio cast. doubling in the picture, will share in the profits over \$500,000, besides getting a guarantee. Negative cost is not expected to exceed \$250,000.

Deal was consummated by Charles

Smith of NBC's Hollywood office with the signing by Par yesterday of with the signing by Par yesterday of J. Anthony Smythe, Minetta Ellen and Winifred Wolfe of the air cast. Barton Yarborough, Michael R. Raffetto, Kathleen Wilson, Bernice Wilson and Page Gilman had received film contracts the day before, Prior to the signing ceremonies, entire to the signing ceremonies, entire cast witnessed film tests made by Paramount last summer and screened at the local Par exchange.

screened at the local Par exchange. Kathleen Wilson was unable to make the test with the others, but was accepted by Par without one.

Morse and Smith left today (Tuesday) for Hollywood where Morse will spend a week in story huddle with Jack Cunningham, who will produce the picture for Par. Raffetto will sub for Morse as producer of the NBC broadcasts until latter returns.

or the ADC blocks will not have the final word on the screen script, on which he will have a collaborator, the contract gives him the right to delete anything he regards as detrimental to the radio version. Far has an option on 'One Man's Family' for one picture annually,

'Dodsworth' 7G. L'ville. With Astor Played Down

Louisville, Oct. 6,
(Best Exploitation: State)
'Dodsworth,' coupled with 'Met in
a Taxi' at the State, looks to top the
rest of the first runs at \$7,000. Other-

rest of the first runs at \$7,000. Otherwise product appears to be so-so, with below average takings. Exploitation credit goes to Loew's Exploitation credit goes to Loew's between the below the company of the company

and was kept at all times ethical. The fact that Mary Astor was in the cast was not played up in any instance, and her name was kept sectorated that the cast was not played up in any instance, and her name was kept sectorated that the cast was not played up in any instance, and the cast was the cast was the cast of t

Women' (RKO), dual. Getting some biz on bank nights, but otherwise to be completed by the c

So. Calif. ITO Organizes Its Own Servicing Group

Los Angeles, Oct. 6.
diary of the Independent
Owners of Southern California and Arizona to service members with booking data, etc., is being organized. For \$6 weekly, mem bers may participate in a joint buy-ing of accessorles. Notice sent out by the ITO also asserted that 'con-fidential inside dope' will be given

ndenual insue cope will be given occasionally.

ITO members also are urged to report complaints against Fox-West Coast's zoning in the event any legal action becomes necessary.

'DODS' \$13.500. 'GEN' \$9,000, K.C.

Kansas City, Oct. 6.

(Best Exploitation: Misland)
Lull created by spending jag of last week's Jubliesta mob is barbering all grosses. Offerings are properly all grosses. Offerings are side, with General Berry Burger, side, with General Bordy Burger, and Mainstreet: Dodsworth, Midfand, and Give Me Your Heart, Newman, Biz is heaviest at Midland. Exploitation went after the gals and the handly-wrangers are boosting this

Biz is heaviest at Midland. Exploitation went after the gals and the state of the s

rainy morning.

Newman (Par) (1,900; 25-40)—
'Your Heart' (WB). Perky at \$8,500.
Last week 'Stage Struck' (FN) top-billing Jeanne Madden in ads, caught nice \$7,500.

Tower (Rewot-Fox) (2,200; 25)—
'Love Begins' (FN), and vaude.
Vaude carrying pic to fair \$6,900.
Last week '36 Hours' (20th), \$6,800,

fair. 10 town (Fox) (2.030; 25-40)—
Midsummer Night's Dream' (WB).
Won't better \$4,000. Last week
(Satan Met Lady' (WB) and 'White
Fang' (20th), dual. \$4,000, fair.

'Godfrey' at \$16,000 Newark's Pic Leader: 'Gen.'-'Dorm,' \$4.200

Newark Oct. 6.

(Best Exploitation: State)

All's quiet along the theatrical front this week. Topper is My Man Godfrey at the Branford with \$16,000. "Last of Mohicans' at Loew's could be a support of the thing of the third floor Back with the b. o. hitting around \$1,000. Proctor's with 'Swing Time' in its second week features mights with graftiyne realism. Loew's tied up the local bookstores for the Feninero Cooper readers; otherwise little exploitation.

ALL TACOMA B.O.'S HOT. 'HUSSY,' \$4,500, STRONG

Tacoma, Oct. 6,

(Best Exploitation: Boxy)
Waterfront strike talk; isn't hurting
biz, which is good all around,
'Corgeous Hussy' is rating exploitation tops at Roxy, with Joan Crawford gowns at downtown store window, upped newspaper space and
radio.

radio.

Estimates far This Week
Blue Mouse (Hamrick) (759; 16-27)

-King of Royal Mounted' (20th)
and 'Counterfeit' (Col), dual. Drawing great \$2.300. Last week, Dancing Lady' (MG) and 'Big House'
(MG), reissues, went to town for big

(MG), reissues, went to town for big \$2,100.
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Strike Talk Nicks Seattle B.O.'s: 'Swing,' \$12,500

Seattle, Oct. 6.
(Best Expleitation: Fifth Avenue)
Talk of strikes on auto row and
in steamship circles is not doing
general biz any good. However, the
coming at 11th hour, may lead to
avoidance of actual strike.
Best exploitation for 'Swing Time'
at Fifth Avenue, highlighted with
tie-up with Fackard dealer in national stillmates for This Week

at Fifth Avenue, highlighted with tie-up with Fackard dealer. In actional Fackard dealer of the property of th

Floppo at \$2,000, Last week, My Man Godfrey (U) (4th wk), \$2,900, \$600,

Polish Film En Route

Under sponsorship of the Falanga

Under sponsorship of the Falanga Films, a company of Polish actors partly produced a feature film called 'An American Adventure' while crossing over on the Polish liner, Batory. Ship arrived in New York for film's completion Oct. 2.
Final scenes will be shot in New York, Chicago and Buffallo, being divided between Poland, shipboard and America. Production is in charge of Ryszard Ordynski and includes Eugene Bodo, Sofia Nakoneczna. Adamo Didur, formerly with the Metropolitan Opera, is artistic adviser.

Mastercraft Unset

Sydney, Sept. 8.
Although Mastercraft has had its local studio ready for production for some time, no announcement has yet been made regarding its future ac-

been made regarding its nume au-tivity.

Figured that the late F. W. Thring would join with Mastercraft, but a statement by the Efftee management points out that, beyond making a sale of equipment to Mastercraft, it (Efftee) has no financial interest in the studio and does not intend to en-ter into production.

Series 'Casts Cut Into Balto B.O.'s: **Ladies.' \$6.700**

Baltimore, Oct. 6. (Best Exploitation: Hipp)

Taking much wind out of the b.o. posishes outside the pale of theatre Matinees have been severely dented Matinees have been severely dented during World Series broadcasts. Races at Laurel also hurting mats. And last night (Monday) every house monster show held at Armory for benefit of Community Fund. At 31 admish folks saw whole cast of radio's 'Showboat,' Benny Goodman ore and John Charles Thomas enteradio's 'Thomas enteradio's 'Showboat,' Benny Goodman ore and John Charles Thomas enteradio's 'Monday with flock of lesser-name acts,

ratios' Showoat, Benny Goodman over and John Charles Thomas enteracts, along with flock of lesser-name acts, along with flock of lesser-name acts, along with flock of lesser-name acts, and the New. Opened Saturday to expanding and has been holding heavy acts of the second of the second property of the second o

water-line. Last week Auvenue Manhatan' (Col) and vaude, \$15,000, very good.

Meith's (Schanberger) (2,500; 15-25,30,35-40.55)—Two in Crowd Garden Carlotte Color of the Color

\$3,000. Stanley (WB) (3,450; 15-25-35-40 55)—"Stage Struck' (FN). Taking 'blacing at \$4,800. Last week "Texe; Rangers' (Par) good at \$7,500.

F-WC OPERATES 171 HOUSES: 114 IN SO. CAY.

Los Angeles, Oct. 6. Fox-West Coast circuit is nov Fox-West Coast circuit is now operating 171 theatres in four state with 28 houses dark. Largest nurber of houses listed in Southern Calfornia, with 114 in operation, and divided into nine divisions. North California, with 43 house: open, has four operating areas. Articona has five theatres and Montar.

Showmar's Son Killed

Atlanta, Ga., Oct. 6.
Charles G. Mion, Jr., 19-year-c'
Tech student and son of co-own
of Rialto here, died Friday (2) of i
juries received in an auto crash.
Youth was riding in car with off
college students following Tec'
Presbyterian football game, wr
some unknown person hurled re
into car, knocking boy, who w
driving, unconscious and causi

Green Megs Jean Arth

Hollywood, Oct. 6.
Alfred E. Green will direct 'S
fari in Paradise,' at Columbia.
Jean Arthur and George Brent with



SHOWPLACE OF THE NATION

ROCKEFELLER CENTER



A song-tilled holiday in romantic Mexico rate at its hilarious best as the bandits take up big business methods a rare satire on a phase of American life a happy and tuneful delight in the Gilbert and Sullivan comedy vein.

NINO MARTINI THE GAY DESPERADO"

IDA LUPINO • LEO CARRILLO A ROUBEN MAMOULIAN Production

Presented by MARY PICKFORD and JESSE L. LASKY
Released thru United Artists

d initial d initial design the

Tomornow's the

Roleased thru
UNITED ARTISTS

Inside Stuff—Pictures

Ace comedy director having met the routine economic reverses found inneal forced to take a job stooging for a top writer-director team. With nearly per cardy to go on the floor, possess the ready to go on the floor, possess the ready to go on the floor, possess the following the ready to go on the floor, possess the following the floor and the floor floor and the floor floor in the biz from infancy. Team got script-surgeon, who was stuck for the answer and called at home of stooge for help. Stooge pointed out where script was weak. Twe been watching that spot for weeks, he said, and only tonight found the way to plug it. He told script surgeon how to fix it. Script surgeon reported to producer and became the white-headed boy overnight. Producer put him on salary to sit next to him on the rushes Next producer said to unit, 'Boy, have I got a cutter for you! The best in the biz.'

in the biz."

Stoog wanted to say, 'Of course he's the best, I broke him in,' but as that would be lese majeste, he was reduced to 'marvelous,' Now he sits in the projection room down front among the peasantry and listens to the producer and the writer-director team behind him in conference with the script-surgeon he gave the right answer to, and the cutter he taught the biz.

Figures if he can laugh this one off he's still an ace comedy director.

Popularity of art-research-picture displays, designed for use in libraries and schools, started with Metro's Romeo and Julie' and RRO's Mary of Scotland, has prompted the public relations division of the Hays office to get out others on forthcoming ace productions. Besides these first two, Warner Bros. 'Anthony Adverse' and Paramount's 'The Plainsman' will Horizon' and others.

Horizon' and others.

An indication of the demand is found in the 1,100 separate requests made to date by schools and librarians for the lay-out on Romeo. In each instance the producers have cooperated to supply drawings, etchings and other material showing the research work required for scenes in the production at hand. With The Plainsman, 'Cecil De Mille dug up original sketches showing setting, costumes and other background of General Custer's day that was employed in the picture's production.

Announcement went out last week that 'Love From a Stranger,' current at the Fulton, N. Y., is the first of the new season plays to be set for pictures. Actually, first new season play to go to films was 'Spring Dance,' which Metro bought several weeks ago. 'Love From a Stranger' is before the cameras in London now, l'ut there's a story back of that.

Alex Yokel bought the play in London last season, after seeing it there, paying what is understood to have been \$10,000 advance for the rights. He had a previous tip, however, that Ann Harding would like to make it for pictures in London and the screen rights were sold to Trafalgar Films, a G-B subsidiary, almost immediately after Yokel bought the play, at an understood \$40,000 price. Yokel therefore had a profit on the production before opening it in New York. His deal with G-B is that the film is not to be shown in the U. S. before the fall of '37.

Francis, Day & Hunter, British music publishers, threaten copyright infringement actions against 20th Century-Fox and the theatres showing The Man Who Broke the Bank of Monte Carlo' in England, Australia, France and Germany. Examination before trial on a Canadian suit was held in Toronto last week, with Elliott Shapiro, of Shapiro, Bernstein & Co, American agent for the tune's copyright, testifying for the British pubs. Action which Shapiro-Bernstein had brought several months ago in behalf of F D & H named Famous Players-Canadian as co-detendant and charged that 20th Century had made use of the tune and its title without obtaining the required permission. Song is copyrighted in every country but the United States.

What Tin Pan Alleyites consider one of the best songs Harry Richman does at the Hollywood restaurant, N, Y, Lew Brown's 'A Treat for the Eyes,' wound up on the cutting room floor when included in 'Music Goes Round' for Columbia. Richman makes point of it during his current caberte engagement, just as he did last winter in Florida, where he bally-hooed the song as a then forthcoming interpolation in the picture. However, when Harry Cohn, pre: of Columbia, visited the Hollywood this past when the Hollywood this past contains the contains and Richman skip of the Hollywood his past of the hollywood the song prize of the picture of the properties of the picture of the properties of the picture of the pictur

Twentieth-Fox has acquired a large portable refrigeration plant which will be used to freeze a skuting rink on the floor of, any air-conditioned stage. It will be used for 'One in a Million'. Sonja Henie starce now being made at 'the studio. Plant is under supervision of Walter Strohm, studio engineer, and Herbert Royden, refrigeration engineer, who handled the cooling of cement work on Boulder Dam. Rink covers 12,000 square feet with 10½ miles of 1¼ inch pipe being required for the freezing. Takes three days for ice to form. Only air conditioned stages can be used as the stage of the cooling point so that heat from the lights will not cause a fog.

Revised estimates in Well Street on net income of Twentieth Century-Fox for the present fiscal year place the figure at slightly under \$6,000,000. If earnings from National Theatres justify declaration of dividends, which would go largely to 20th-Fox, the final net may be increased over the total now being counted on. Initial dividend declaration of \$1 on the common is viewed in the street as being the forerunner of further payments on the common, a hike and possible extra melon cutting for the preferred, which so far has been on a \$1.50 annual basis.

Several who are familiar to show business are connected financially in the New York Post. William Fox and Warner Bros, Inc., are among the security holders in the daily. Another is Bankers Securities Corp., of Philadelphia, in which investment firm, William Fox and Albert M. Greenfeld, are the two chief stockholders. Samuel Untermyer, attorney, is on the list: also Albert M. Greenfeld & Co., of Philadelphia. This is disclosed in the annual record the control of the c

It is estimated that when the accounts are in on Mickey Mouse birthday week ending Friday (2), during which special morning matinees of Walt Disney shorts were put on, the business will amount to \$100,000 over any normal week. In having special Disney cartoon shows put on, United Artists made deals with theatres to play the shorts on percentage, first time ever done, with distributor reported getting 25% and 30% as its share.

Cecil B. De Mille, researching for his 'The Plainsman' at Paramount, learned that Chief Sitting Bull wasn't a chief at all, but just a medicine man who had the eye on his tomahawking pals. Data also revealed that if Sitting Bull had had his say Custer wouldn't have been in the massacre be Mille made the revolations after his scribes had written up the 'chief' be Mille made the revolations after his scribes had written up the 'chief'

Universal will go forward with its new Telco color process which it has developed on its lot. Dr. A. H. Glannini, president of United Artists, together with unnamed associates, are reported offering to buy into Telco. Process was developed by Robert Hoyt, formerly of the Massachusetts institute of Technology, and Leon Ungar, formerly of Leland Stanford U.

Because of Sidney Kent's then impending trip to Europe last week, the Hays office directorial session was pushed forward one day. Aside from toutine matters, the directors okayed application of Pioneer Pictures (Jock Whitney) and Samuel Goldwyn, Inc., for membership. R. H. Cochrane was unable to attend because he was still on the Coast at the time.

Incorporations

NEW YORK

Bornlaues Productions, Inc., Manattan; theatricals, stc.; capital stock, 16 shares, no par value, incorporators: Other, Louis J. Genat, Harry York City, Come Home to Park

York City.

Come Home to Roost, Inc., New York;
thesatrical business; capital stock, 200
shares, no par value. Incorporators:
Alfred W. Berney, Mariene Citrin, Louis
Miller, all of 170 Broadway, New York

Miller, all of 176 Broadway, New York Circhtists Booking, Agency, New York, theatrical booking agency; capital stock, 30 shares, no par value. Incorporators: Brown Luber, frying Cohen, Yan Allen Brown Luber, frying Cohen, Yan Allen York City, and 1891 Broadway, New York City, and 1891 Broadway, New York City, and 1891 Broadway, Levi Cilicens Broadwailing Corp., Schenect-ness; capital stock, 106 shares, no par value, incorporators: Elliabeth Woods avenue, New York City, and Dawlit G. Mower, 243 State street, Schanectady, Thosette Film Slide Procession Co.

Thoseic Film Silds Projection Co., Manhattan; motion picture projecting machines, etc; cgnical stock, 200 shares. Film Silds Projection Co., Wanhattan; motion picture projecting stock, 200 shares. West, 200 stock, 200 shares. West, 200 stock, 200 shares. Films, 215 West, 200 stock, 200 shares. West, 200 stock, 200 sto

Harnes, 29: Bast 43rd strees, New York
Double Citles Theaters, Inc., Bronx;
theatrical busmess; capital stock, 100
Baste Citles Theaters, 100
Baste Citles T

street. Brooklyn: Regina Mostel, 63 Avenue D. New York City.

me D. New York City.

When the Committee of th

CONTRACTS

Hollywood, Oct. 6.
Metro sealed Grace Ford to
termer; also new termer handed
James Stewart.
Roy Eiler, special sound effects
man, given contract at Republic.
20th-Fox nailed Walter Catlett to
vear pact.

20th-Fox nailed Walter Cause we year pact.
Virginia Field's option lifted at 20th-Fox.
Robert Whitney signed to termer by Samuel Goldwyn tagged Robert Andrews with writing termer.
I. Freleng, director of Merrie Melodie Cartoons, reticketed by Leon Schlesinger.

odie Cartoons, 1550, 155

Outside Text Control of the Control

director and arranger,
Fox.
Alma Kruger set for stretch at

Alma Kruger set for stretch at Universal.
Writing ticket of Sig Herzing titled for year at WB.
Termer handed Samuel S. Hinds at Universal.
Warners added Helen Valkis to

stock company.

STORY BUYS

Hollywood, Oct. 6.
Paramount purchased Crash,
automobile yarn by J. Robert Brer
and Norman Houston.

'New Orleans,' by Jean Negulesco sold to Universal. Buck Jones purchased Cherry Wil-son's novel, 'Sandflow.'

Tomlin Musiker Set

Hollywood, Oct. 6.
Pinky Tomlin starts his first musical for Melody Pictures, Oct. 15.
No director has been signed.

Sherman Lowe and Al Martin scripted while Tomlin and Connie Lee wrote the five songs for the film.

Stock Market

(Continued from page 6)

(Continued from page 8)

new highs. Universal common climbed fractionally, but the preferred retracted to 101½. Two amusement bonds registered retracted to 101½. Two amusement bonds registered speeds and the compared with other gilt-edge issues. See 10 page 12 p

n				STOCK EXCHANGE	1 -		
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ls	าเรื	50	70	Universal pfd106%	103	103	49
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	40%	111/4	18,600	Zenith \$10%	38%	38%	4-4
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	62%		53,000	Par-Broadway 3s. '55 162%	00%	62%	4.2
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1-	9416	86	131,000	Warner Bros. 6s, '39 9712	96	97	17

OVER THE COUNTER, NEW YORK

....

GREAT as a Road-Show

at Popular Prices

GREATEST

attraction ever to start a New Season!

METRO-GOLDWYN -MAYER'S

NEAT IEGFELD

MAY EMULATE LOCAL 802

The campaign of the Musicians' not only become a national but an international issue, with France dis-playing interest in what 802 is atinternection what 802 is at-iempting to do to restore flesh to the-atres. The French union, known as the Syndicate des Artisles de Paris, has designated two delegates to con-fer with 802 in person and get all data in connection with the drive in New York union is fostering. These delegates are Syndicate de the New York union is fostering.
These delegates are Syndicate des
Artistes' members who are playing
on the S. S. Normandie. Information to Local 802 is that Paris union
leaders believe a similar campaign
unight be advantageously staged in might be advantage the French capital.

Indies Buying

(Continued from page 5)

Next month's pictures are already being booked in general throughout the town, and exhibs finding themselves facing blank dates in their booking sheets are no longer holding out but are talking terms or next season's contracts.

With the last two weeks in No vember indicating the finale of last eason's contracts which forbade double billing, it is generally ex-

jeason's contracts which forbade double billing, it is generally expected that Balaban & Katz will start twin featuring around Nov. 15. B. & K. has kept pretty secretive about this move, but expects to crack the news of the bargain bills in a big spread and figures that the effect will be best if it comes as something of a surprise.

November's pictures on the new product are already being booked with the extra week of protection allowed the 30c houses, which marks the victory for B. & B.'s two-year campaign for this additional clearance. Allied's members, however, have, not admitted defeat on this, measure and are still planning to go ahead with the counter action. Despite rumors of several indic exhibs breaking away, the bulk of the indic exhibs affected are readying to go to court to seek a federal in function against B. & B. and the distributors.

Some 50 or 60 exhibs are in the campaign which takes in about 125

distributors.

Some 50 or 60 exhibs are in the campaign which takes in about 125 houses. Joe Rosemberg of Rosemberg, Toomin & Stein, active attorney in the case, is drawing paper and believes they will be filed this west.

Yes and No in NW Minneapolis, Oct. 6.

Northwest allied States members revealed in answers to question-naires, that they're still only buying fact that no single distributor has a standard selling policy for all exhibitors; and that Metro and 20th-plant they are still most processed without percentages, M-G in properly and the still most processed that no single distributor has a standard selling policy for all exhibitors; and that Metro and 20th-plant they are still most of the still most of revealed in answers to questionnaires that they're still only buying

FRENCH UNION Lone Balto Dualer Folds, Town Now 100% Singles Baltimore, Oct. 6.

Baltimore, one of the last frontier towns in which dual pix are not shown, successfully outrode first and only threat to the status quo of single-feature bills when W. S. Finch shut down operation of the Palace, long-time burlesque barn, yesterday (Monday) after 12 days' running of (Monday) after 12 days' running of two features and a comedy at 10-15c. Finch, Reading, Pa, exhib, had the Palace on rental arrangement. Dur-ing the short-lived operation his grosses averaged only about \$6 daily; nut ran close to \$1,800 per week.

daily; nut ran close to \$1,800 per week.

Since all major film companies have clause in contracts with theatres here that they cannot dual product, the exchanges turned down Finch cold on seiling him any produce at all, including shorts. The bedience of the companies also retused to sell either their films for dualing at such cellar-level prices in heart of downtown area. As result grade of pix offered was pretty low, and had no lune in a town where there are only six houses offering direct-run films in downtown area, and where indice pix get but couple of showings a year when one of the spots makes a direct buy of a desirable flicker of indie origin.

indie origin.

Last three days of his Palace operation, Finch reduced his b.o. top to a dime, but move stimulated trade not a trifle.

PICTURES PILE UP, FRANKLIN DROPS VAUD

Hollywood, Oct. 6.

Hollywood, Oct. 6.
In order to use up accumulation of independent product bought for the 1935-36 season, J. J. Franklin, visiting here from Honolulu, asserts that he's dropping flesh shows from at least two of his island deluxers for next three months.
Franklin is going to San Francisco for short stay before proceeding to New York to prosecute his damage action against Warners in the U. S. district court, in which he alleges breach of contract for his Hawaiian circuit.

Censorship

(Continued from page 4)

to-uninted from page 4)
last named metropolis, the censorship applies to only film shown on
Sunday. But this means that virtually every picture goes through the
hopper which is operated in the public safety department.
Only one organization openly
fighting censorship, with more or
less bombastic efforts. However, this
association annoys censorship beards
by publishing a list of eliminations
made.

N. Y. Not as Optimistic

N. Y. Not as Optimistic
Industry leaders in New York City
were not so optimistic over possibilities of abolishing boards of censorship. They point to the fact that
state censor boards are self-supporting in virtually all instances; they
continue to be an important factor
in the majority political party's
patronage set-up, and there is no inclination, on the part of the party in
patronage system.

Rubbin' It In

Lincoln, Oct. 6.

Tom Gentry and his Ambassadors hit upon stark reality
here this week with their
theme tune. Gentry, who always
ducks out to the state prison to
give the cons a show, when in
the territory, made the usual
trip while laying off here last
week.

week.

He opened the show with
"Time on My Hands," the band's
theme, and got appliause.

Reade's American Community Corp. Plans 100 Cinemas

Walter Reade and associates have formed a company to construct at least 100 houses in towns or cities of over 5,000 population. American-Community Theatres Corp. has Reade, New York and New Jersey Operator of theatres, as its president. His associates are L. N. Olmstead, vp. of American Seating Co.; Frank V. Storrs, banker and realtor associated with Reade for many years; Carl E. Schusfer, statistician; Thomas W. Lamb, theatre architect and Charles J. Bryan, associated with Reade for carry out initial building plans, with seven houses to be started within the next 30 days in locations within 200 miles of New York. Expectation is that between 20 and 25 houses will be completed the first year. Goal is at least 100 theatres inside of five years, all to be personally financed by Reade and his associates, in American Community. All houses will be built for plans supplies L Lamb months of the personally financed by Reade and his associates, in American Community. All houses will be built for plans supplies L Lamb 100 plans 100 p broadcasts are scheduled, it is operating wisdom to provide those programs at theatres in order to keep people from staying home, away from theatres, to listen to them.

Picketing Test Suit

Rochester, N. Y., Oct. 6.
H. William Thompson, Lyric theatre, assails constitutionality of the State's so-called anti-injunction law of 1935, in opposing appeal of operators' union from an order limiting picketing at the theatre to one man at a time.

In the the state of the annual a particular to the state of the particular pa

Now Propose Theatre for 85th and Madison in N. Y.

85th and Madison in N. Y.
Thomas Lamb, theatre architect, has filed an application with the Board of Standards and Appeals of N. Y. City for a variation of the exiating Building Zone Resolution to permit construction of a theatre at 65th structure of a theatre at 65th structure of a theatre at 65th structure of the application will be heard by the board on Oct. 20. This is the third such application in which Lamb has become involved. Other two are for the Goelet and Phipps Estates at 65th street and Madison and 58th street and Park avenues respectively. Both applications have been opposed by the Fifth Avenue Association and License Commissioner Moss. Latter two, already in the court case stage, are being heard this week in N. Y. supreme court.

Par Mulls Special Foreign Newsreels Strictly for Nationalistic Audiences

MICH U. STUDES RUSH CINEMAS; SOME DAMAGE

Detroit, Oct. 6.

Climaxing a big football rally, more than 2,000 University of Michigan students attempted to crash the Majestic and Michigan theatres in Ann Arbor last Friday (2), tore down signs and smashed electric light bulbs.

ight bulbs Enthusiastic over chances of the Enthusiastic over chances of the Wolverine eleven against Michigan State the following day (Michigan State the following day (Michigan State won 21 to 7), studes; surged from Hill Aude in a renewal of the theather creashing activities. Theatre attendants, however, were able to turn away the shouting mob word of the state of the

Legislation

Pittsburgh, Oct. 6.

Judge Challen W. Waychoff, of the Greene County Courts, ower the weekend handed down an opinion, declaring a local option yote held on Sunday pix-in nearby Waynesburg, Pa., in which Sunday films were banned, was illegal because the question had not been submitted to voters on a separate ballot, the selection of the question be held next month. Communities which turned down Sunday pix last fall are not permitted to submit the question again for five years.

L. A. Hands' 10-15%

Wage increases, affecting, 100 men, totaling 10% for heads of departments and 15% for extra help, have been put into effect in all first rinis and deluxers by Stagehands, Local 33, International Alliance of Theatrical Stage Employes.

Local 33 excess are working in conjunction with musicians and motion picture projectionists to formulate a scale for findle houses using amateur talent for shows.

Fox Hearing

(Continued from page 5)

(Continued from page 5)
therefore no entry was necessary
when I gave it back."
Fox said no one was present when
he for the form of the form of the form
he for the form of the form
he for York hotel from late in 1934.
The father fidel last Fall. Fox said
he gave his father the cash because
the latter insisted that he get his
money back in the same form as he
turned it over to his son.
The \$300,000 for his father, came
from \$200,000 he borrowed from his
brother-in-law, Jack G. Leo, six
months previously, and \$80,000 he received from other sources, Fox
claimed. This is the same brotherin-law, Fox said, to whom he had
made a cash gift of \$200,000
wote and had taken over the securtity put up for the loan.
Two Federal Agents, Everett
Fatridge and Eugene O'Dunne, of
Washington, heard Fox testify. The
agents were from the Department of
Internal Revenue, which seeks to
collect \$30,000,000 from Fox in Income
taxes.
Meanwhile in Camden, N. J., Fed-

taxes.

Meanwhile in Camden, N. J., Federal Judge John Boyd Avis handed down a ruling that the All-Continent may not sue Hiram Steelman, trustee appointed by the bankruptcy

out. Avis held that he had no power to restrain the suit in Federal District Court in Philadelphia against the others named in the bill of equity. They are John S. Wynn, J. W. Spears & Co., Philadelphia brokers, and the Capital Co. of New

York.

The All-Continent is suing to recover \$237,000 in securities held by Spears and prevent the others from obtaining them in settlement of claims against All-Continent and

Judge Avis also ruled that the books of All-Continent should be made available to examiners appointed by Referce Steedle.

ing its newsreel operations. change of manpower is entailed.

Partly, the company's purpose in this regard seems to be to cut operating costs and at the same time ennance the potential earning power of the newsreel abroad.

A practical operating method is being sought by which Paramount shall be enabled to provide specialized nationalistic newsreel tainment such as may be required by foreign nationals. Instead of a single reel, the company may choose

gië reel, the company may choose to have two dominant newsreels—one domestic, the other foreign. The foreign newsreel may be subdivided into several autonomous divisions, all under the direct supervisory power and direction of Par's foreign department. This department is headed by John W. Hicks, Jr., vice-president of the Irm. He is in

is neaded by John W. Hicks, 97, vice-president of the firm. He is in Europe now."

London, Paris and Central Europe might have their separate Persent their separate Persent to the property of the Europe Marchael States and Perhaps, for the South American market, special clips would also be made.

The foreign end of the Par news-reel stands the company an estimated \$300,000 yearly. It is profitable on the domestic end.

Such a changeover, if made, could have no visible adverse effect on the domestic end.

Such a changeover, if made, could have no visible adverse effect on the domestic end, but, rather, would tend to improve the financial showing of the domestic newsreel, as the foreign department of the company thus would absorb the operating costs of the foreign and the parameter Paramount's

would assert all the foreign newsreel.

It seems likely that Paramount's final action in this regard depends upon what Hicks may recommend, since, being in Europe at present, it is presumed he is making a study of the situation, among other things, which have taken him abroad.

SPENCER'S CANADIAN **CHAIN ADDS 5 MORE**

CIRAIN ADJOS J MORLE

St. John, N. B., Oct. 6.

Five new links have been added to the F. G. Spencer chain of picture houses in the maritime provinces. At Middleton, N. S., Spencer circuit, which has its head offices in its mother house, the Strand, St. John, N. B., has opened a newly built theatre seating about 750. At Wolfwille, N. S., the Orpheum, seating 700, has been taken over by the circuit, and reopened after several weeks of reconditioning. At Bridgewater, N. S., the Orpheum has been purchased and reopened after awater, N. S., the Orpheus, in operation of new sound equipment. At Halitata, N. S., the Orpheus, in operation in the heart of the city for 25 years, has been leased by Spencer 20 years ago, but he sold it 14 years ago to the Nickel Théatre Co, current owner, and is thus in the position of leasing a house he once owned.

W. A. Affleck and N. V. Gaston-

w. A. Affleck and N. V. Gastonguay, co-managers for several years, are retiring with the advent of Spencer back into Halliax. Capitol, Amherst, N. S., was recently plit Spencer back into Halliax. Capitol, Amherst, N. S., was recently plit of the several plants. Spencer shain. Personally in charge of the acquisitions and openings of the new houses in the circuit have been Fred G. Spencer, president and founder, and A. A. Fielding, general manager of F. G. Spencer Co. A rigid policy of the Spencer circuit is to cencentrate exclusively on the exhibition of films, all programs being sans flesh.

B&K WOULD ENFORCE ST. L. THEATRE DEAL

Chicago, Oct. 6.

Balaban & Katt-Great States circuit has filed suit in St. Louis against
the owners of the Welson theatre
there, for specific performance of a
deal which B. & K. Great States
claims was entered into.

B. & K. Great States alleges a deal
for the house on a 15-year lease but
that the theatre was turned over to
a third party. Now seeks to make
the owners turn the house over on
the original lease deal. Chicago Oct-6



GEORGE ARLISS EAST meets WEST

with LUCIF MANNHEIM • Godfrey Tearle • Romney Brent
Directed by Herbert Mason • Story by E. Greenwood



Film Reviews

LA BELLE EQUIPE

Continued from page 15)
and, make this a good b.o. bet
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"Ham" Beall Chosen

Managing Editor for

W. H. Fawcett, president of Fawcett Publications, Inc., has followed up his appointment of Harry Hammond Reall as managing editor of the Fawcett Hollywood Group Benedicting of the Harry Hammond Harry Hollywood Group Benedicting to the Harry Harry

zines, by authorizing expansion in pages, color photographic inserts, and purchase of articles executing film capital and its
frequently film capital and its
Larry Reld continues as editor
of Motion Picture and Raiph
Daigh handles Romantic Movie
Stories. These last two are
dided in the New York office,
the present buildling.

ticles on cinema subjects to na-tional magnines.

"Mn. Fawcett plans to make his group the outstanding fan magazines of the world, and be-gides giving me carte blanche in the matter of big names for plories, has authorized staff ex-pansion in Hollywood, including staff writers, photographers, ar-tists, cartoonists and reviewers," Beall stated.

Fawcett Magazines

ness. Vanel, a powerful man, vic-tim of a woman's selfish wishes Gabin, hones comrade who wants to help his friend free himself and Miss Romance, the spiteful deceiver who declares vengeance on Gabin because he won't fall in love with her. her. Presenting herself on the opening day of the roadhouse, she convince the

Presenting herself on the opening day of the roadhouse, she convinces Vanel that Gabin is the cause of the disappearance of the other three and disappearance of the other three and the convince of the other three and the convenience of the other than the convenience of the conve

DISHONOR BRIGHT (BRITISH MADE) London, Sept. 23.

Capitol-Cecil production, Stars Tom Walls;
Directed by Tom Walls, Story and dialog,
Ben Travers; camera, Phil Tannura. At
Directia, Camera, Phil Tannura. At
Phoenix, London, Sept. 22, '36. Running
Stephen Champion
Busby Eugene Pallette
Death Pallette
Stella Betty Stockfeld
Ivy LambDlana Churchill
Vincent Crane
Judge Arthur Wontner
T lela
Lisle
Lamb
Blenkingop
Lady Melbury Mabel Terry Lewis
Henry Crane Basil Radford
Miss Cant Basil Radiord
Miss Tapp
Cabaret DancerJeni le Gon
Louis
CommissionaireDenis Val Norton
Caboret Clames
Cabaret SingerBernardi
· ——

m comedy of a quality of which Hollywood would not ashamed. With stellar values ashamed. With stellar values it would have been a pushover. Even in its existing shape it is a highly titillating piece of merchandise, expertly produced and neatly directed. that will tickle the more sophisticat-ed audience on both sides of the Atlantic, but will need high pressure salesmanship to attract cash cus-

Tom Walls, one of those local guys

tomers.

Tom Walls, one of those local guys who fancy themselves both as director and star, has for once revealed a nice megaphone technique which does not concentrate on giving himself all the limelight. Maybe the reason is the more coherent than usual script that Ben Travers gave him to every part is played straight, so that the comedy situations get the maximum punch. Story moves smoothly against vivid backgrounds that generate the correct atmosphere with the control of the start of the star

of an adventurer. Walls seizes the chance to protect her, purely in a platonic way, but Parker suspects an intrigue, especially when he finds Walls in his wife's bedroom. Explanations show. Walls and Parker planations show. Walls and Parker both married rouples are closer together as a result.

Star suffers in the opening seene by bad photography, but otherwise is in brisk form. He is very prettily supported by both leading ladies, supported by both leading ladies, in the eye. Eugene Pallette is grand in a crook part, and Cecil Parker plays the other husband so straight as to point it with telling effect. Minor camess by Arthur Wontner, George Sanders, Michel Morel and Basil Raddening shots play a talthfully reproduced British court of law, with later sequences chiefly played in luxury hotels and Alpine exteriors adding a spot of eye appeal. Phil Tannura's camerawork, except in his close-ups of Walls in the first reel, is the support of the support of

Ein Walzer Fuer Dich ('A Waltz for You' (GERMAN MADE) (WITH SONGS)

Fox release of Dr. V. Badal production.
Features Louis Graveuse, Cantilla Horn,
Heinz Huckmann, Directed by Georg Zoch.
Music, Will Meisel. At the Casino, N. Y.,
week Sont 25, '36, Running time, 90 mins.
Antonio Torelli Lauls Graveute
Fuersila Stefanie
Benjamin Cortes Heinz Ruchmann
Manja Tahanes
Exfueration von Palamo Adele Sandrock
FilatThea, Lingen
Baron Tabanes Fritz Odemuc
Minister Ponto
Minister Montes Max Rait-Ostermann

(In German, with English Titles) An all-around meritorious produc-tion, 'A Waltz for You' is a cinch for the German market. Dr. V Badal

made the Louis Graveure-Camilla Horn-Theo. Lingen combo a standard one for his musical pix, and to results. Names need no selling in the Teutonic nabes whatever though other markets are doubtful titles. Too many U. S. products, just as good or better, and without the handicaps of language, are float

titles. Too many U. S. products, just as good or better, and without the handicaps of language, are floating around.

'A Waltz for You' is described as a fantasy' in the frontispiece, which is a polite way of saying that it is a polite way of saying that it is used by just about every well-known light operetta scribbler in the biz. It's the one about the singer-prince who's called back to the throne of his country and winds up by married has monarch. There's only one variation here, and that's slight—the married pair goes back to the concert stage instead of reigning happily ever after in Falamoccable warbing, Camilla Horn's looks, and the comedy contrived by Lingen and Ruehmann, however, the plot can, and will be, disregarded as a necessary of the concert will be disregarded as a necessary of the concept of the concept

ALIBI FOR MURDER

Columbia production and release. Fea
tures William Gargan; Marguerite Church-
Ill. Directed by D. Ross Lederman. Story
Tom Van Dycke, Camera, George Meehan.
At Fox, Brooklyn, on double bill, week Oct.
1, '36. Running time, 61 mins.
Perry Travis
Lois Allen
Brainy
Billy HowardJohn Gallaude
Billy HowardJohn Gallaude B. J. EastonRomaine Callender
Sir Conrad Stava Egon Brecher
Mrs. Foster Drue Leyton
Conroy Wade Botelc
McPride Deight Erve
McPride Deight Fry Harkness Raymond Lawrence

This is a one-murder mystery based on amateur sleuthing, and more talk than action. William Gar-gan's presence is the picture's principle asset, but he over-talks to a

point of boredom.

Gargan plays a knowitall detective, amateur, broadcaster by profession, but snooper by instinct. This mike chatterer noses in on a scienmike chatterer noses in on a scientist for an interview, just as the big man is murdered. The broadcaster falls for the dead man's secretary, as expected. She is Marguerite Churchill, an unsecretary-like sec.

Like his familiar predecessor's the amateur sleuth has an assistant wino stight comed to the provides slight comedy effect.

VERRAETER

(Traitors)
(GERMAN-MADE)
Berlin, Sept. 25.

UPA production and release. Features
Willy Brown and release. Willier
Weynolorf, Theodor Loss. Nutural Features
Features Wagner, available Features
Features Wagner, available Features
Featur vo weeks. Running time.

"Willy Hired.
"H. A. E. Duchme.
"Paul Dahike.
"Jasepa Dahme.
"H. Marz. Zegeb. Ballad.
"W. von Callinde.
"Ernst Kavelow.
"Ludat Pernn.
"Lida Bewynta.
"Lida Weyndarft.
"Theulor Loos.
"Theulor Loos. Major Walen Fritz Brocker

Marien Hans Klem. Hilde KoernC. Ju

(In German)

Swift-paced and thrilling propa ganda film, and a powerful spy story. Plot is well worked out and has suitable dialog. Outstanding direc-

Sounding a warning to all and sundry to guard their tongues when

alking to strangers, picture has the co-operation of the army and navy, as well as the flying corps. Demonstrates an efficient defence organization to deal swiftly with traitors. Action centers around professional sples who are busy fetting information to deal swiftly with traitors. Action centers around professional sples who are busy fetting information to take a job in an airplane factory. All goes well for him and he is trusted to try out a newly invented bombing plane, when his thread the second properation of the p

and Lida Baarova. up to high standard.

MAEDCHEN IN WEISS

('Girls in White') (GERMAN MADE)

Markinghe Panorama-Schneider release of Parkinghe Panorama-Schneider release of Ing. 1 van Petrovitch, Georg Alexander, Elide von Stoit. Dieceted by Victor Jan-Blide von Stoit. Dieceted by Victor Jan-Book, Jiaraid Bratt; music, Theo Makeben; reduction chief, Mans van Wolongen, & und Jane 1 van Ja

(In German)

While not exactly a second 'Maed chen in Uniform' for world consump tion, positive results seem indicated by the name draw of Maria Cebbtari, brilliant opera singer, who makes her

debut here and looks like go-

film debut here and looks like going places.

If a nother pre-war Russian film.

Mis another pre-war another the service of the pupils.

Detersburg. Girl dormitory, is very highbrow and destined to educate the girls fittingly. One of the pupils.

Daniela, has the talent of her dead mother, who was a famous singer-service of the service of the s



New York Theatres



PARAMOUNT STEAMS

"VALIANT IS THE WORD FOR CARRIE"

On the Singe: ENRIC MADRIGUERA.

EARLY MUSIC HALL "THE GAY DESPERADO"

with NINO MARTINI

ROXY ALL 25° TO

SHIRLEY TEMPLE in "DIMPLES"

WALTER HUSTON in "DODSWORTH" with MARY ASTOR ANTISE RIVOLIS WAY LOT

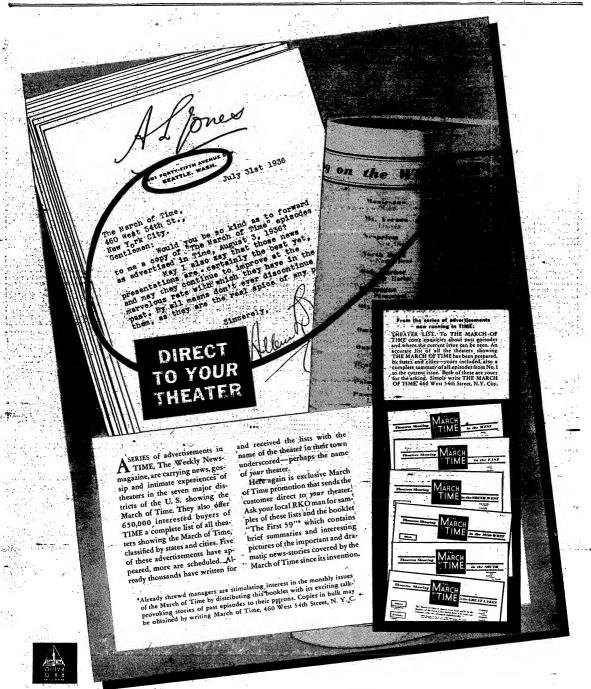


ASTOR 50.0 , 8:50,



450 576 "LAST OF THE MOHICANS" GEO. HALL & ORC. AL SHAYNE

A MIDSUMMER NIGHT'S DREAM



NEW ISSUE JUST OUT!

LABOR vs. LABOR—A startling camera story of the meetings behind closed doors that split the A. F. of L. in two. Exclusive pictures of John L. Lewis and William Green as they battle over the organizing of 30,000,000 U.S. workers.

ENGLAND'S TITHE WAR—In the quaintest war in history, Britain's farmers, long the bulwark of the Church of Eng-

land, quietly revolt against the ancient tax that has supported the Church for 1200 years; force Parliament to change it.

THE FOOTBALL BUSINESS—The Nation's most colorful and exciting sports spectacle this year adds commercial sponsorship of broadcasting and open subsidizing of players in its bid for the \$50,000,000 U.S. fans will spend.

REALLOCATION BARRAGE ON

John Shepard Rapped as Keeping Clear PALEY'S WARNING Once 100, Now Only 25 School Stations; **Channel Bloc Constantly on Hot Seat**

Split into numerous scrapping groups, radio industry Monday (5) began presenting arguments in favor of and opposition to proposed basic revision of government broadcasting regulations.

regulations.

Under fire from outside sources headed by educational and labor groups, industry crowd separated as anticipated over questions of superpower and duplication on cleared channels, as Federal Comsunications Commission began extensive informal hearings on a multitude of engineering economic, and social problems.

neering, economics, and solve spotlight during most of the first day, but the primples controvers, over process to the first day, but the primples controvers, over process to the first day, but the primples controvers, over process to the first day, and the first licks, the first licks, the first licks, throwing down the gaundate to John Shepard, III and his group of regional broadcasters, without delay, Ground-work was laid for a factional full service with the first licks, the first licks, the first licks of the first licks, the first licks of the first licks, the first licks, the first licks of the first licks, the first licks of the first licks, the first licks of t

of regulation.
Seeking to overwhelm the broad-cast division with barrage of test-mony, holders of franchises for ex-clusive frequencies laboriously declusive frequencies laboriously de-clusive frequencies laboriously de-tailed their gase in favor of strict-maintenance of the -leared-channel policy and delved into history to jus-lity their contestion that power limit should be jumped from 50 to 500 kw. -With a declaration that tragic re-sults will. result if the Commish-"dranges the present set-up without ample data, Edwin S. Craig of WSM, Nashwille, Hitlail, witness for the cleared-channel cetenders urged the broadcast carge to disregard sidel-is-sues in settling the allocation prob-lem. Craig insisted that technical matters should be determined with-(Continued on page 38)

(Continued on page 38)

Among Those Present

Washington, Oct. 6.

Washington, Oct. 6.

About 250 persons are attending
the reallocation hearings before the
Federal Comminications Commission
in the Government Auditorium on
Constitution avenue. Of this number
about 25% are estimated to be engineers with the remainder station
managers and owners, network reps
and lawyers, with a sprinkling of
pedagogs and equipment people.

Among those present sept.

Among those present are:

Among those present are:

Powel Crosley, Jr., W.W., Cincimnut,
Harrison Molling, Kri. Lon. Anneles,
Joseph H. Miland, Will, Des Moines,
Harrison Molling, Kri. Lon. Anneles,
Joseph H. Miland, Will, Des Moines,
Han Ginbel, Wile, Ehledelphin,
Han Ginbel, Wile, Philadelphin,
Han Ginbel, Wile, Chicale,
Handledon, Will, Monole,
Gille, Little, KPSD, San Dieco,
Gille, Little, KPSD, San Dieco,
William Caller, WGAL, Lancaster,
G. A., Hackett, WSJR, Sarlagfield, Mass,
W. Batchelew, WFHI, Bailtione,
W. Batchelew, WFHI, Bailtione,
W. Batchelew, WFHI, Bailtione,
H. L. Shilberman, KPI, Los Angeles,
Handledon, MCH, Los Angeles,
Handledon, MCH, Los Angeles,
Childen, M. Meyers, KOIN, Portland,
Chriefe, M. Meyers, KOIN, Portland,
Childen, M. Meyers, KOIN, Portland,
Childen, M. Meyers, KOIN, Portland,
C. H. Johlmen, WFF, Raiseus,
C. H. Johlmen, WFF, Raiseus,
C. H. Johlmen, W. W. W. We, Orlean,
C. H. Johlmen, W. W. L. WW, New, Orlean, Churles M. Merchen KÖJN, Portland.
Richard Manon, WPPF, Ruleich
Alfred R. Marcy, WFBI, Syricuse.
C. B. Joillie, RCA.
Rev. O. I., Ablell, WWI. New Orleans.
Rev. O. I., Mpsill, New Orleans.
Composition, WENT, New Orleans.
Campbell Carp. WENT, New Orleans.
Mr. and Mrs. Ralph Atlass, WJJD, Chl860.

Hope Burrol, WFHI, SCHOMOT, WJD, CREEN, and MEX. Raish Atlasy, WJD, Clemen and Mex. Raish Atlasy, WJD, Clemen and WEAR, Raish Atlasy, Collina WAA, Dallas, May Collina WAA, Dallas, May Collina WAA, Dallas, May Collina WAA, Dallas, May Cangler, Walk, Chicago, Donald Palam, WHGA, New York, Wilbur, Bavera, WMBG, Michago, Daniel, Palam, WHGA, WA, Wang, WH, KEWH, Hollywood, Cangler, Way, Cangler, Way, Cangler, Way, Cangler, Way, Sangara, Continued on page 40.

HISTORY REPEATS ITSELF

Same Cleavage on Power-Jump Issue Today as in 1924

Washington, Oct. 6.
History is repeating itself at the
Federal Communications Commis-

reactory is cipeating isser; at the Federal Communications Commission reallocation hearings. Present line-ups on two principal bastes, superpower and duplication or cleared channels, are essentially the same as in 1924 when President Hoaves, then Secretary of Complexo, called conference to develop politicles gride development of new radio 210 continuous when the commission of the communication of the continuous ways and for continuous of exclusive assignments tooks are fair Anthony, and Powerl Crosley 17. At the same time; opposition, new 48, then is bossed by John Shepaid 2d,

PAYNE POINTS TO 'HIDDEN' **DOCUMENT**

Existence of a secret report taking the hide of the secret report taking the hide of the secret report of reallocation hearings.

By a' neat bit of evidently pretarranged side-play, significance of which escaped many of the broadcasters present, Communications, Commissioner George Henry, Payne put Senator of the Senate Interstate Commerce Committee, and F.C.C. Chairman Anning S. Prall on the spot by bringing out the fact that the senational document has been pigeon-holed for two years. Simultaneously, Payne payed the way for publication of the sharp criticism of government radio bosses.

Play, which appeared at the end of speech by Hole of the senator wheeler and established that the doctment was submitted to Senator Wheeler and Chairman Frall many moons ago.

Wheel informed the report never

Wheeler and Chairman Prall many moons ago.

When informed the report never has been printed, Payne asked Evans whether it would be possible to have his findings made part of the record-of the reallocation hearings. Spokesman for the pedagogs promised to try and obtain consent saying he though rise though the pedagogs promised to try and obtain consent saying he though the pedagogs promised to try and obtain consent saying he though the pedagogs promised to try and obtain consent saying he though the pedagogs promised to the guidance of the Commist.

Although the Evans report never has been published, its contents have been known to an inside group for a considerable period. Furthermore, Payne is understood to have used some of its contents in his series of speeches at Eastern colleges during the past 18 months while trying to mobilize educators for a new fight to breast up alleged commercial monopolies.

Bill Young Joins NBC

Chicago, Oct. 6,
Bill Young, formerly manager of
the local RCA Victor recording
office, joins the NBC disc and
Thesaurus staff here.
Will work with Maurie Wetzel on
the selling end of the NBC disc
library service and custom built
platters. Recently Young was personal rep for the Jan Garber orchestra.

ON SUPER-POWER

CBS Head Takes Floor as F.C.C. Hearings Open in Wash. — Craig Speaks for Clear Channel Faction Session Costs Plenty

EQUIP. BOYS' BREAK?

By BOB LANDRY

By BOB LANDRY

Washington, Oct. 6.

Fundamental divisions of interest and opinion on subjects affecting the future of proadeasting are being aired before the Federal Communications Commission. In language and with a legal, formality that almost succeeds in hiding the financial prizes and business, advantages: involved in the hearings, and the changes, utilimitely expected, NBC and CBS, are leneing for future prestige and stations believed to the bigger and the small stations that fear the biggers and the object of the dominand broadcasters, have their own private ware considered to the communications.

fear the bigness of the dominant-broadcasters, have their own private war.

Lesser skirmishes are in progress or threaten, but on a basis of the first two days of the hearing, it might two days of the hearing, it might two days of the hearing, it might that developed the state of the dispropriate of the dispropriate of the dispropriate and the dispropriation to mean the dispropriation to the dispropriation to mean the dispropriation to mean the dispropriation to mean the dispropriation to the dispropriation to mean the dispropriation to the dis

end and adversely inhuence phoneservice.

Nobody knows how much, in money, the current hearings will cost the radio industry. Preparations have been going forward for three months. Engineering, data and the maps are so technically involved that they seem like Rube Goldberg car-

Pedagogs Chide F. C. C. for Neglect

Not Among Friends

Washington, Oct, 6.
Advance anticipations of a fight between the clear channel and regional groups apparently had its due effect on the mental stituted of broadcasters arriving in Washington for the realiseation, hearings, In contrast, to the usual conviviation of the contrast, to the usual conviviation of the contrast of the contra

A USTRALIANS SEEK RADIO **CONGRESS**

Sydney, Oct. 6.
Institution of Rac.o. Engineers of Australia speeks to play host to a world congress of radio engineers to be held in Sydney April 4 to 14, 1938. City will at that time be celebrating its 150th anniversary.
Although plans are still in a some condition of the con

aign in Europe and U. S. to further

STANDARD'S 9TH ANNI

STANDARD'S 9TH ANNI
San Francisco, Oct. 6.
Standard Symphony Hour, which has been bankrolled by Standard Oll of California over the NBC-Red web on the Cost's since Oct. 1927, celebrates its ninth anniversary on the air Thursday (8). Mishel Plastro will conduct the 65-piece orchestra, members of which are selected from the San Francisco Symphony.
Program is oldest commercial feature in Coast radio.

Washington, Oct. 6. Conforming to past custom, educational broadcasters immediately renewed their fight, as the reallocation, reservation of an arbitrary percentage of U. S. facilities for educational and cultural use. "Past F.C.C. performances were rapied by institutional spokesmen, who complained that 'education 'should, not be compelled to depiend on the 'generosity' of commercial broadcasters in order to receive air opportunities. Washington, Oct. 6. to receive air opportunities.

of commercial procedures in order to receive air opportunities.

Protesting that important areas of potential public service, are either shut out or greatly handleapped under present senditions. Dr. A. G. Came, president so they thinversity of came, president so they thinversity of the contract of the comments that they want to be considered. Convernment cannot, challenge to shut its eyes to the social page of radio, he said, and cannot been for the total contract of the said, and cannot been fits decisions solely on engineering valuata.

Educational fabrics have been prevented from making there hest contributions. Crame said, remarking that "processes Stational have been forced off the sair, manyoldable contributions. Crame said, remarking that "processes Stational have been forced off the sair, manyoldable conflicts have occurred with advertisers, and commercial spropaganda has been forced upon our people." In advocating the reservation of specific frequencies for educational use, pedagogs trithed attention to the ultra-high frequencies which may be opened up finder new policies. They asked the Committee of give education a channes before allowing commercial brandens they have grabbed out the Scholbo band.

new field the way they have grabed off the 550-1860 band.

***Monapply Issue
Monopoly laste was raised by Prof.
Edward Beinfelt, et University et Wisconsin, who and that either by regulation of by legislation frequencies should be reserved for educational chains. Universities and colleges should have a definite place in the pleture, he said, so there will be no need for go competition between cultural and commercial programs. Direct plea for low frequencies for educational use was made by H. B. McCarty, president of National Association of Educational Broadcasters, who believed, that reservation of a few frequencies in combination with voluntary, time-sharing by normercial interests will solve fife educational problem. McCarty pointed out the membership of his group has dwindled from more than 100 to about 25 as institutional transmitters have been deleted or forced to the wall.

Helped Bulld Radio

Helped Build Radio

Helped Build Radio
Pedagogs plea for greater consideration was based in part on the
contention that research by college
and university staffs paved the way
for development of the commercial
industry. McCarty pointed out that
originally most stations were operated by educational sinstitutions
which were technical pioneers who

(Continued on page 54)

Radio as 'Social Force' Due for Attention of 18 Groups in December

Washington, Oct. 6. Some 18 organizations viewing radio as a 'social force' are skedded for a confab at the Hotel Maydower. here on Dec. 10 to 12. U. S. Office of Education and the FCC are co-careting

for everything pertaining to station coverage.

Peter and the committee figures racio as a social force are skedded that the current hearings will produce a mass of engineering data that will be of help to the bureau in determining its future course of activities. Peter will attend each of the hearing's sessions.

Comunications commissioners expressed themselves as interested in Peter and Benson's quest and suggested that they take it up with the Peter sould particularly like to see in the commission files are the settingted mass. To adult Education, Genjerich and meteorological federation of Women's Chubs, and the commission files are the settingted of Perents and Teachers, National Local geographical and meteorological Education Assn., Women's National conditions have on a station's signal.

Radio Committee.

4A's Holds Off Further Research Until F.C.C. Reallocation Data Available

ED CRAIG'S SERIAL

Formidable in Length—But A Scholarly Job of Trade History

Washington, Oct. 6.
Ed Craig of WSM, Nashville, made
the presentation for the clear channel group at the Monday afternoon
reallocation hearing before F.C.C.
His scholarly document had been
printed on long galleys and Craig
waded in courageously. Comment
among broadcasters afterwards wait
at the courage of the courage of the courage
stop-by-step history of the whole
past of radio engineering probably
thus far put together.
But it had its comedy side because

thus far put together.

But it had its comedy side because
of the vast detail and carefullydocumented research. Craig read his
way through gailey after galley.
Then, after talking for an hour and
five minutes solid, Craig stated:

'And now we come to the fall of

1928—' Before he reached 1928 Craig's voice gave out and he called upon-Louis Caldwell to continue the presentation which had finally reached the present when the first day's hearings adjourned.

Paul F. Peter, managing director for the Joint Committee on Radio research, has deferred finishing, his report on what lines of research he thinks the bureau should pursue until after the reallocation hearings before the Federal Communications Commission. Peter and John A. Benson, president of the American Association of Advertising Agencies, last week, on a visit to Washington, discussed with the commissh the malter of extending to the bureau permission to examine the FCC's files for everything pertaining to station coverage.

Democrats Put Bee on Anthony's **Coast KFI and Things Happen Fast;** NBC Stump Spiel Feeds CBS Link

Los Angeles, Oct. 6.

Democratic National Committee stirred up a mess on the Coast Tuesday (29) when it bought the entir NBC red network, with the exception of Earle C, Anthony's KFI, for President Roosevelt's speech out of Syracuse. Reason for the slight was believed to be in retailation for the station's recent refusal to take a fire-side chat by the president as a sustaining feature. All other red outlets carried the talk grafts, which Anthony claimed was purely political and subject to commercial listing. First off, Dems not only snubbed KFI, but salted the wound by buying time on KHJ. Columbia's L. Aoutlet, to cover the Southern California area. When Anthony heard that a heretofore untried technical feat was to be accomplished to swing the broadcast over to a CHS station on a feed from NHC, he hit the cell-NBC red network, with the excep-

Anthony charged an out-and-out Anthony charged an out-and-out violation of the web's contract with KFI, It was pointed out that no NBC commercial out of the east can be aired by any spot other than the Anthony outlet without a waiver from the NBC affiliate. Spokesmen for the offended station said that they were not consulted in the matter.

How It Was Done

they were not consulted in the matter.

How It Was Done

Trick of feeding broadcast to KHJ off the NBC net was achieved through an Associated Oil Co. football wire in San Francisco, which is connected with both network stations there. The Lee station in Frisco. KFRC, took the talk off KFO, NBC. Spot, and sent it down the coast to KFRC, took the talk off KFO, NBC. Spot, and sent it down the coast to KFRC, took the talk off KFO, NBC. Spot, and sent it down the coast to KFRC, took the talk off KFO, NBC. Spot, and sent it down the coast to kFRC, took the talk off KFO, NBC. Spot, and sent it down the coast to kFRC, took the talk off KFO, NBC with the president's speech, 90 seconds off the signoff. After the cut, station put on a commercial floater. Squawks were plentiful for what is believed to be the first time a chief executive had been blocked out for a local spot. KFI switchbpard burzed with beefs from listeners.

With beefs from listeners.

With peefs from listeners commercial contracted by the Demos for the speech from Pittsburgh, the commitment, going out to both NBC (red) and CBS stations, KFI was once again omitted. But only for a time. Day before, Anthony burned up the wires, to New York and demanded an explanation from President Lenox Lohr, of NBC. Anthony declined to issue a statement of what calls or what action he would take against the chain for what was called a 'wilful abrogation' of the station's agreement with the network, Short-ly after noon of the day of the Syrause broadcast (29) a bare announcement came out of local democratic headquarters that the President's speech would be heard on both KHJ and KFI.

The York of NBC Democratic headquarters that the President's speech would be heard on both KHJ and KFI.

Who Sent Out Dove?

who seed out love?

Who Sent Out Dove?

Just who bore the olive branch is the subject of much speculation. Best guess is that MBC squared the rap and restored the Anthony, stationary of the state of t

ers when Holliway makes his appeal,

Jack Moyle, announcer at KSFO, San Francisco, gets role in Hal Bur-dick's 'Night Editor' programs over the NBC red web Sunday nights. He replaces' Frank Provo.

WTIC IN THE BLACK

Hartford Station Drops Highbrow Program Policy

Hartford, Oct. 6,
Station WTIC, long noted for its
pretentious local production set-up,
is now operated by P. W. Morency
and J. F. Clancy, with an 'eye to
showing a profit. Travelers Insurance Co. has tired of taking it on the
financial chin in the name of prestige
after some seven years, during which
annual deficits ran as high as
\$300.000.

\$300,000. Under the new set-up the house orchestra has been eliminated and numerous other program economies initiated. Station is now reported in the black, with business so good that local advertisers have little chance of getting evening spots. Station gets program service out of Boston from the Yankee hetwork as well as from the Yankee hetwork as well as from

Tex. Newspaper Publishers on

Flock of applications for new sta-tions are expected to hail from Texas within the next couple of months, and 95% of them will be from news-paper publishers in that State's tank towns. Reason for the impending towns. Reason for the impending deluge of small-wattage petitions is that advertisers have started to tell the papers in the Lone Star State that it's cheaper to use radio than the public prints. So the newspapers

the public prints or rail the ratio situation if they can.

Texas is the biggest State in area, but its population is only about 23 to the square mile (whereas, say, New Jersey has 538 per sq. mile). This makes newspaper distribution costs (and rates) pretty-steep. Radio, on the other hand, is regarded, on the other hand, is regarded, the publishers are figured as not being unaware of this fact.

For another thing, the Texas crowd has its eyes on NBC's maneuvers to set up separate Red and Blue links in Dixie, and are anxious to each in on such maneuver.

FOR COMMUTERS ONLY

Detroit, Oct. 6.
Correct time at one-minute intervals is the latest thing here.
Regal Finance has signatured with
WJBK for giving of 'It's now exactly —, every minute from 6 to
7.30 a. m. daily.

Audition Dementia

Leader of a dance band which during the past year was auditioning his unit to the past year was auditioning his unit to the past year was a did to the past year was a long to the past year. Came time for the guest tenor to do his first number. There was a long delay. Client got uneary and wanted know what was the matter. Was told that arrangements had been made for an experienced conductor to handle the tenor's interludes, but the fellow had not showed up as yet.

ANTI-WAX RULE ADOPTED IN S.A.

Buenos Aires, Aug. 27. Buenos Aires, Aug. 27.
Recordings and transcriptions are on the way out on three leading stations here, Radio Belgrano (LR3), Radio Mitre (LR6) and Radio El Mundo (LR1). Meanwhile both Argentina and Uruguay have already legislated against use of one minute spot announcements on discs. Similar trends are seen in Peru and Chile. Argentine regulations stipulate that two-thirds of entire broad-casting time must be with live talent.

contacting time must be with live talent.

Radio Belgrano and Radio El Mundo are both now operating 16 hours daily with use of live talent exclusively. Radio Mitre switches when existing contracts have expired. Move was decided on in 1935 by both Jaime Yankelevich and Universal Publishing Service. Latter owns El Mundo. Radio Portena (LR4) and Radio Cuttura (LR4), two other larger stations of Yankelevich, we come time with recordings for wome time with recordings for which change. All talent is under with change. All talent is under contract to stations and is never out.

some time. Cost to advertisers is not increased with change. All talent is under contract to stations and is never cut in for additional money. Stations reconstruct to stations and stations and stations are selves. Artists never earn more than their regular salary irrespective of the earnings the stations enjoy from their labors. And wages are by American standards very low. Cost of talent here is virtually negligible. Further consideration must be given the fact that talent here is more plentful than in U.S. Nearly every Latin plays an instrument, sings or dances. Therefore the entertaining population, on per capita basis, is acknowledged larger than in the America of Major Bowes.

Serial Continuity Protected From Politicians' Palaver

Chicago, Oct. 6.
Wrigley's new show on Columbia
will not start now until Nov. 4. At
the last minute the gum company
decided to wait until after the elecdecided to wait until after the elec-tion before starting script serial. Figured the possibility of having the continuity of the serial shot to pieces by 'must' political broadcasts break-

Ing in.

Choice still rests between 'Peggy and Joe,' by William Hazlitt Upson, and 'Scattergood Brains' of Clarence Buddington Kelland.

Summer Slump Licked

N.A.B. Reports Show Only 9.4% Drop Between June-July-Record Summer

crease.

Only branch to record an actual rise in revenues between June and July was regional network group, which took in \$8,000 more and lifted gross to \$113,705. National web fig-

lures were off \$160,000 to \$3,823,320; national non-chain \$220,000 to \$1,661,-200; local \$325,000 to \$1,662,000; to \$1,255,000.

The seven months' total and the continued improvement in curbing the summer slump removed all doubt about this being the industry's banner year to date. At the end of July, gross revenues amounted to \$40,004,004 in contrast to \$50,023,0711.

g July, gross revenues amounted to ps \$8,034,404, in contrast to \$50,923,974, s, at the same point last year. This y is a gain of better than 10% over the corresponding period of 1935.

Outly type of advertising which did to the contrast of the contrast

Ask Stations to Buy GOP Discs at \$2. Re-Sell 'Em to Local Politicians at \$5

NO SOLO THUMBERS

KDKA Set Up Audition Board of 8
—Catch-as-Catch-Can Stuff Out

Pittsburgh, Oct. 6.

Pittsburgh, Oct. 6,
Policy of catch-as-catch-can with
new talent has been eliminated by
KDKA- with installation of audition
board at station. In past individuals
have turned thumbs down or up on
applicants; now a committee of eight
with have the final say.
Board's composed of John Gihon,
program manager; Robert Saudek,
continuity chief; Umberto Egizi, continuity chief; Umberto Egizi,
continuity chief; Umberto Egizi, continuity chief announcer; Charles
Urquhart, production manager; Al
Egizi, staff arranger, and James
McConnell, head of artists bureau.
They've set aside five periods a
month to hear talent every Monday
morning and first Friday night of
each month.

New Application Complicates That Jam in Brooklyn

Washington, Oct. 6.
Adding to the chop suev of
Brooklyn applications for the 1,400
kilocycle frequency. Kings Broadcasting Co., publisher of the Jewish
newspaper, The Day'l last week petitioned the Federal Communications commission for permission to build a new station, halve hours of opera-tion with WLTH and WARD, and take over facilities of WBBC and

a new station, halve hours of operation with WITH and WARD, and take over facilities of WBBC and WVFW.

Admittedly the worst tangle ever faced by the commish, the Brooklyn cases at present involve four applications for full time on 1,400 kc (Brooklyn Eagle, WBBC, WEVD, WMITH-WB application fine by dation under control of Kings Broadcasting for permission to buy WARD-WLITH and the newest plea for a new full-time station. Present status sees Brooklyn Eagle (WEGL) and WBBC sharing one-quarter time of the 1,400 kc-500 watt assignment, and WARD, WLITH and WVFW cutting up the remaining intree-quarters between them.

In view of the fact that Kings Broadcasting's application for purchase of WARD and WLITH is pending with the commish—while outfits latest trequest sixes on the Stone cast Division of the F.C.C., is doing some head-scratching to determine what it can do to straighten out the muddle. Meanwhile, WBBC and WVFW have shown no signs of pulling out for full time on the disputed frequency, regardless of KBC's application for their facilities. Injection of WEVD, Debs station now operating on 1,300, kilocycles, thickens the plot but is more or less disregarded by the growing transmitters already operating on 1,400 kc.

mitters already operating on 1,400 kc.

Commish bas been ducking the evil day when the entire mess of Brooklynites will be jointly heard at the F.C.C. and has set no date, beyond hinting that the day of recknoning will fall some time after the Oct. 5 engineering hearings.

Rumors that Arde Bulova, wealthy New York watchmaker, is dickering with WBBC on the q.t. persist, in spite of the fact that he has withdrawn his application for a berth on the crowded 1,400 kc frequency. Dopesters have long since thrown up the sponge, however, on figuring the outcome of the scramble. Indication of how the three members of the Broadcast Division feel about unsnarling things is seen in a recent announcement that the jointhearings will be held before the full commission.

WALKER-SKLAR WALK

Holland (Dutch) Walker and Paul Sklar, associate editors of Tide, advertising trade paper, have resigned. Both were identified with radio news, Sklar lately acting as radio ed. They'll free lance as a writing team.

Broadcasters with Landon leanings are wondering how the Republican National Committee came to be sold on the idea of turning out five-minute transcriptions for placement at this stage of the radio season. Even if the committee were ready to buy this time direct, it would have difficulty getting facilities on any of the important distilles on any of the individual of the periods particularly from political sources.

Mary Olds, mikester on femme topics who is now with the speakers bureau of the Republican National Committee, has during the past week been trying to get station reps to find out which of their clients will take five-minute discs, and, if so, what periods they have available. The deal which she is offering is not a proposition that entails direct payment from the Republican exchequer.

Not Enthassassie

Not Enthusiastic

Not Enthusiastic

It is up to each station to buy the discs from the Republican committee for \$2 each and in turn try to get a local merchant not only to buy these transcriptions for \$5 a plece but underwrite the time costs. Stations reps compare the idea to the methods used last year by the Townsendites in getting their propaganda over the air and, although they treat the approach from Republican quarters with outward courtesy, they see no reason for lending themselves to the stunt.

no reason for lending themselves to the stunt.

Literature sent out by the Republican National Committee states that there are 21 of these five-minute transcriptions available and that the series is being broadcast on a planned schedule with remarkable success on two stations' throughout Pennsylvanila. Representing show business in the list of recorded speakers are Brock Pemberton, described as a personal friend and college classmate of Governor Landon, and Geraldine Farrar.

\$168,919 FOR MBS IN SEPT.

September intake this year of Mutual Broadcasting totaled \$168,919. Figure for September, 1935, was \$82,907.

\$82,907.

Percentage gain comes to 103.8%, and gives the first nine months of this year a total of \$1,294,903.

WJBK GETS LION GAMES; STOP CANADIAN CKLW

Detroit, Oct. 6.

WJBK, which led a battle to keep
the Detroit Lions' pro football games
off Canadian-owned CKLW, has now
landed the titls for itself. Station
carried its fight against CKLW to the
FCC, which ruled that it didn't want
to start a precedent by allowing
foreign stations to pick up direct
broadcasts from the U. S. Games
are sponsored by Standard. Oil of Indiana through McCann-Erickson.
CKLW has meantime voluntarily
withdrawn from any further dispute
over the matter.

withdrawn from any further dispute over the matter. Besides WJBK, both home and out-of-town contests will also be aired by the Michigan wood minus WXYZ, Detroit, and WOOD-WASH, Grand Rapids. Al Nagler, WJBK sportscaster, and Harry Wismer, of WJR, will handle.

BAKER'S 3D WRITER

Phil Baker has issued a contract to Hal Block, putting him on his staff of writers with Sam Perrin and Arthur Philips. Block last year was one of Baker's neophyte scribblers, not getting bill-ing at that time

ANNE DIRECTOR UPS

ANNE DIRECTION UPS
San Francisco, Oct. 6,
Anne Director, for four years assistant to Fred H. Fiddler in the local
office of the J. Walter Thompson
agency, has succeeded Fidler as head
of the firm's radio department.
Fidler recently was transferred to
St. Louis to manage the agency's
office there.

NAB Plans Revision in Radio Revenue **Estimates After Doubting Its Census**

Washington, Oct. 6.
Revision of basis by which industry revenues are estimated was planned last week by National Association of Broadcasters following discovery that past reports have minimized importance of local accounts.

minimized importance of local accounts.

Back-tracking after challenging
file validity of figures. compiled by
the Census Bureau, NAAB announced that a further check of the
accuracy of its own statistics indicates that local volume its more significant in calculating the amount of
non-network business than previously was a possible and a superviously was a superviously of superviously was a superviously of superviously o

while national non-vertice about \$3,000,000 under the Association figures.

Last year: N.A.B. guessed national
Last year: N.A.B. guessed national
Last year: N.A.B. guessed national
Last year. N.A.B. guessed national
Last year.

Yuhridge Quits WJR

Detroit, Oct. 6.

Owen Yuhrlige, sales manager of WJR, has resigned to become manager of the Radio Sales, Inc., spot sales, agency of CBS.

Clark Branion succeeds Yuhridge.

CHECKING UPON THE AIR

Bollins See Games-Listens to Run-ning Comment at Same Time

Joe Rollins, advertising manager and v.p. of Atlantic Refining, pulling a new one by way of checking up on his radio programs.

Atlantic Refining has bought a lot of play-by-play football reports; so Rollins each Saturday attends a different game equipped with a portable receiving set. Listens in while at the game and matches the announcer's descriptions with what he sees out on the field. Says he wants absolute accuracy.

WSIX' Staff

Nashville, Oct. 6.
Staff for WSIX, which opened
Sept. 10, with studies in Andrew
Jackson hotel, appointed by S. A.
Cigler, general manager, includes R.
M. Tigert as sales manager, with
George Doyne, E. J. Sperry, Porter
Smith and A. T. Levine, Jr., under

him.
Casper B. Kuhn, Jr., heads pro-Fram department as production manager, with Fred Scott and Joe Calloway as announcers. Tom J. McWilliams is continuity editor. Engineering staff includes Bascom Porter, chief; Harold Walker, George Terhune. Glenna Dotson is hostess.

Owen Uridge's Job

Kelly Smith, general sales manager of Radio Sales, has appointed Owen Uridge, of station WJR here, as the Detroit chief for the Columbia spot biz.

spot biz.
Uridge moves over to the Radio
Sales desk next week.

Jefferson at de Garmo

Jefferson at de Garmo
J. C. Jefferson has been added to
the staff of the de Garmo agency as
radio time buyer. Previously was
production manager for Campbell-Ewald in Detroit, and art director for
Brooke, Smith & French on the Kelvinator account in the same city,
Succeeds M. E. Boehm, who has
resigned from de Garmo to join an
accessory firm in a selling capacit.

KMOX' New News Editor, And Other Staff Changes

And Other Staff Changes

St. Louis, Oct. 6.

Don Ownbey, formerly with
WBBM, Chicago, has joined KMOX
as news editor. Paul Phillips, assistant continuity editor at KMOX,
ups to top desk, replacing John
Clark, who has moved east to WPIL,
Philadelphia. Before coming to. St.
Louis, Phillips was continuity editor
of WMCA, New York.
Ray Fleming, former advertising
chief of St. Louis branch of Kroger
Grocer & Baking Co., now on sales
staff of KMOX. Frederick G. Condict, on city desk of Star-Times,
local atternoon rag, who served as
part time editorial consultant at
KMOX, is now devoting entire cfforts to the paper.

Philadelphia, Oct. 6.

John L. Clark, has been named program manager of WFIL, local NBC (blue) and Mutual outlet. Expected to concentrate on developing new talent and programs.

MUTUAL TELLS TRADE HOW IT **STANDS**

Mutual Broadcasting System sent a spokesman around to various trade journals in New York last week to hash over the WLW-Mutual situation. Spokesman stated that at a meeting held between T. C. Streibert and verbal agreement had been reached whereby WLW continues as a regular web affiliate and will be peddled by the Mutual crowd as always. It was also stated that WLW'S contract for the Ford world series games via NBC is not to be construed as a reflection on the superwatter's relations with Mutual. Spokesman said that WLW had signed this contract while it was still a basic Mutual station and a stockholder to the amount of five shares.

Art Shawd Out as CKLW Comm'l Mgr.

Detroit, Oct. 6.

Art Shawd, commercial manager of CKLW, and staff member since station opened in 1932, is out of commercial manager in 1932, because the commercial manager in 1932 focus of commercial manager in 1932 focus of the commercial manager in 1932 focus o

'Good Will' Only

Winnings, Oct. 6. James Richardson's CJRC has a new policy for sponsored programs on Sundays. Canadian Radio Commission reg-

Canadian Radio Commission reg-ulations, while not completely for-bidding Sunday-sponsored shows, does not regard them favorably, and no spot stuff is allowed. But if any sponsors want time on CJRC Sundays, they can cet it if the complete of the theory of the complete of the courtey of

LIBU SPINNER SUED

Los Angeles, Sept. 29.

Second court- action within a a month to restrain radio stations from spinning records without payment of a fee was instituted last Wednesday (23) by American Society of Radio Artists against KFAC and Yellow Cab.

No daimages are asked as in previous suit.

DAY AND NIGHT SHOWS BY NATIONAL ICE

National Ice will do two web shows through Donahue & Coe this fall, one a two-a-week daytime job

fall, one a two-a-week daytime job via CBS and the nother an evening muscal to which no web has been controlled Taities of the controlled Taities of

WBNX Protests Rival Stations' Murder Trial Idea; B'cast Squelched

WBNX, Bronx, raised a squawk last week over efforts of WAAT, Jersey City, and W2XR, New York, to air proceedings in murder trial of

to air proceedings in murder trial of Elizabeth Smith. 22-year-old unwed mother accused in Bronx County of killing her baby. WBNX executives, wrote Justice Francis Martin. Request was squelched.

During a recess in the impaneling of the jury, Jay Lewis, representing the two other stations, requested presiding Judge Harry Stackell to permit broadcasting the trial. Particular request was referred to the Appellate Court.

Judge cold-shouldcred the sensationalism involved. WBNX mentionalism involved. WBNX mentionales involved wBNX mentionales minolyed wBNX mentionales minolyed wBNX mentionales minolyed.

Buffalo Union Troubles Settled, Remotes Restored

Settled, Remotes Restored

Buffalo Broadcasting Corp. has settled its musicians' union difficulties and WGR, WKBW again are permitted dance remotes. New union ruling is that station must have starband at Bass Ive and the state of the state

Lux Attention-Caller Ok'd by CBS To Precede and Follow Baseball: Station Break Nod Sets Precedent

Ann Arbor High Fidelity Station Held in Abeyance

Station Held in Abeyance

Detroit, Oct. 6.

Extensive experiments in high fidelity and frequency are being held in abeyance at University of Michigan until Federal Communications Commish takes final action on application for a 1,000-watt station in Ann Arbor. Station will have an in Ann Arbor. Station will have not of the University Broadcasting studios, and Fielding H. Yost, director of athletics, are on the proposed station's board of directors. Withdrawal of a previous application by another company, of which Coach Harry Kipke was a member, left the field open last week to the Ann Arbor Broadcasting Co. Abbott said the main studios can be completed in 60 days after acceptance, and that the University studios in Aun Arbor, and the Pease Aude in Ypsilanti, Mich., will be connected with the new station.

with the new station.

PHILCO WON'T **MAKE BELIEVE ANY MORE**

Washington, Oct. 6.

Jam into which Phileo. Radio & Television. Corp. got. itself with the Federal Trade Commission resulted in a promise that the outfut would quit palming off wax musical programs as foreign broadcasts or reflective to the control of the control of the college through the college knob-twisters through this 'Around the World, with Boake Carter 'programs, in which Carter assertedly goes through the motions of tuning in a musical program from a foreign transmitter, while listeners actually are being treated to some electrical transcriptions.

Kathryn Cravens East For Pontiac Comment

Glucksman all summer.

Aaronson Batons WHN

Irving Aaronson, who, with his Commanders, has been a standard dance band leader for many Years, is with WHN, New York, as staff conductor.

The Loew station's musical department, headed by Don Albert, will include, besides Aaronson, Harry Kork, as five to a comment of the conductor.

The Loew station's musical department, headed by Don Albert, will include, besides Aaronson, Harry Kork, Siver and Joe Jordan, both vet the arre orchestra conductors, and Confirm William Commanders, and Confirm William Commanders of the Com

CBS established a precedent, if not a new policy, last week when it gave its stamp of approval to a statton break stunt which J. Walter Thompson had cooked up in behalf of Lux. Buying the spots which the property of the pr

Motor Co. CBS shot back telegrams of reassurance.
When Columbia took the situation up with N. W. Ayer, agency on the Ford account, it was told there would be no objection, as long as no mention was made of the product in the amouncement. Network passed this provise along to Thompson for guidance in framing its announcements.

son for guidance in framing its announcements.

Stations Jittery
Leeriness of the stations toward
Thompson's proposition was in line
with a rule which CBS has had in
effect for years, forbidding its affiliates to make uge of any of the
breaks between network programs
for commercial announcements. In a
joint campaign last year, the Association of National Advertisers and the
American Association of Advertising
Agencies took drastic measures to
suppress the practice among certain,
local broadcasting of interpolating
spot announcements between any
stations declared, that they were
having stational checked in various
parts of the country and that, all
cases of reported time chiseling
would be referred to the networks
for rate rebates.

SEEKS MAPS FROM REPS

Marschalk & Pratt agency, New York, has sent a letter to all station sales representatives asking them to submit data on the stations they sell. Request states that Marschalk & Pratt is setting up an office file to guide it on spot radio. Maps of both day and night cover-age are wanted, George L. Trimble makes the request for the agency.

WLS' Additions

Chicago, Oct. 6.
Several additions to the WLS staff include Frank Baker, for the past six months with the local NBC continuity staff, who joins WLS to handle commercial announcements, and Herb Morrison, coming in from KQV. Pittsburgh, to double as announcer and production man.
Additions on the talent end are the Rock Creek Rangers and Sunshine Sue from KRNT, Des Moines.

KORN MOVES OVER

Philadelphia, Oct. 6.

Jack Korn, vice-prez of Philip
Klein agency, has resigned to join
local office of Erwin, Wasey Co., Inc.

Ward Joins Trans Amer.

Chicago, Oct. 6.

J. M. Ward joins Transamerican office as account executive.

Ward was formerly with the Chicago Tribune in business survey department.

Visiting

In New York Wheeler, WHEC, Roches-

M. C. Watters, WHEC, Rochester. In Chicago Elliott Stuckel, CBS, New York. Kelly Smith, Radio Sales, New

York.
Preston Peters, Free & Sleininger,
New York.

By 'Good Will Court' Now on Network NBC higher-ups, express them-elves as being somewhat disturbed get used to the public airing of per-

Violent Tone Marks Fan Mail Elicited

NBC higher-ups, express them selves as being somewhat disturbed by the class of mail which Chase & Sanborn Coffee's Good Will Court has prompted. Network is accustomed to abusive letters but the venom which is injected into some of the Good Will' correspondence of the Good Will' programs and the Good Will' programs have been broadcast ago.

and the downcountry dial-twisters get used to the public airing of personal wes.

Most of the abusive letters take sides with the mike litigants. Some express the opinion that the man or woman didn't get what was really coming to him or her. Others assail the program for giving only one side of the case and not inviting the other party for his version, while still others take the judges to task for the advice they give or, recalling that they themselves had been the sufferers of similar cases of injustice, heap abuse on their persecutors.

J. Walter Thompson agency, which pilots the program, construct the violent letter-writing as a good omen. It recalls that the Chase & Sanborn show which received mailbag of raves turned out

bag on mailbag of raves turned a first class flop from both the listen-ing percentage and coffee selling angles. That program was the short-lived operatic series of two years

TOMORROW'S FOOTBALL TO-NIGHT With Rush Hughes, Michael Fitz-Maurice, Dave Brockman's orch.

30 Mins.
Fri. 6 p.m.
RAINIER BREWING CO.
KFI, Los Angeles
(Lord & Thomas)

(Lord & Thomas)

This one is a natural for Rush
Hughes Give him a football game
to highlight or reenact and he's in
his element.

The Hughes personality motivates

to higher the remark and ne's mind the financiary. The Hughes personally motivates the half hour show and keeps it moving at a brisk clip. Jack Runyon has built the production smartly around a warmfor and the production and the production of the

heavy dramatics incidental to a reenactment of thrilling plays on the
gradient of the program. A tenor was
used where a strong baritone or
mitted three three three three three
which the occasion. Numbers in the
Broekman manner were well turned
out, excelling in the trick arrange
ments-which identifies the maestro.
Hughes contined his topical comregress and expressions from
coaches of competing schools. He
steered clear of maxing predictions,
which is a good way to
the three three three
which is a good way to
the three three
Mine Fitumaurice, with a heavy
Celtic 'broug, paired off with
Hughes, calling off the games that
got defensely and the commercials,
brief though they were.
Good, feature is the Gallery of
Gridiron Greats. Players who disinguished themselves the previous
week, and are Saluted.

NOTRE DAME WILL AL Helfer OHIO OIL turdays LW, Cincinnati

Wi.W. Cinclanati
This is the second year for Ohio
Oil to the in with major college footLand the second year for Ohio
Oil to the in with major college footLand the second this sponsor
commercially tagged the games of
Ohio State. Switch to Notre Dame
was made on the general assumption
that the South Bend contingent is
Oil Sand the South Bend contingent is
Office of the oil outfit last year, was signed
to encore this year. If my the oil outfit last year, was signed
to encore this year. If my the oil outfit last year, was signed
to encore this year. If my the oil outfit last year, was signed
to encore this year. If my the oil outfit last year, was signed
to encore this year. If my the oil of the oil outfit last year, and during
the basebal season assisted Barber
in handling the Reds-games over
WgA1. Crosley's smalle sister-station to Will we carried the series
game Saturday (3), the Notre Dame
Carnejie tilt was in the second quarter before it got on the air. In
starting out, Helfer had a lot of
grounding year which made of any lowances. He was neglectful in popping
off with the score, the natural point
of interest to dislers. Not for a
couple of minutes, in which he tried
or of the second quarter, which made
things close at that point. For too
causing fast talking incessantly, is a
standitors. He likewise missed telling the main point of the Carnegie
touchdown in the very last part of
the second quarter, which made
things close at that point. For too
and the second quarter, which made
things close at that point. For too
and the second quarter, which made
things close at that point. For too
and the proposition of ormations, and he
was a second quarter, which made
thing close at that point. For too
and the proposition of the second or commercial
in the commercial playes, which were handled by

NORTHWESTERN U. With Russ Hodges CHICAGO NORTHWESTERN R. R.

Ruis Hodge has a Midwest rep for the play-by-pithy in baseball, football, honcey and, other games. Style is forceful, bull of action and without the usual stumbles of over-excited spieles. He has a niffly su-thoritative way of describing plays, and everything sounds clear through the loudspeaker.

and everything sounds crear in owns, the loudspeaker.
Commercials are handled without any light and say hot worked in casualty, lovidently residently of the streamlined residently train. Gold.

AUBURN vs. TULANE With Melvin Israel ZENITH RADIO

With Melvin Israel
ZENTEH RADIO
Salurday
TENTEH RADIO
SALURDAY
Down in this territory a pair of
radio set makers—Zenith and RCA
Victor—are titting over football
tilts. Keenest rivalry goes on for
first ranking in broadcasting of the
same getting the best football calling
heard in a long spell. Often two
stations, each bankrolfed by one of
the rivals, earry play-by-play of the
same game.

at WBRC for Zenith. He's easily the
find of the year in Dixle in. newscasting, and sports. ECA took him.
early in summer to handle news
ball. He panned out with the news,
but now is in the rival bailwick for
the pigskin season. Although his
newscatting was better than his footbeing the predection on the latter
thing down here.
Handling of the Auburn-Tulane.

ball, it's no reflection on the latter; should be a selected as a selection on the latter; should be a selected as a selected as

AL ABRAMS
With Sid Dickler's orch, Jack Craddock
Sports, Music
30 Mins,
DUQUESNE BREWING CO.
Fridays, 7 p.m. EST
WWSW, Pittsburgh

Smoky. City, with its three collings and providers, it is providered to the colling and the collings and providered to the collings and providered to the collings and providered to the collings and the collings

GEORGETOWN vs. DELAWARE With Herman Relizes, J. Gorn With Herman Relizes, J Walsh ATLANTIC REFINING Sainrday, 2:15 p.m. EST WDEL, Wilmington (N. W. Ayer)

First football broadcast (3) went over in okey form with Herman Reitzes, station sports commentator, capably handling the play-by-play. J. Gorman Walsh, WDEL's, No. 1. mlkeman, took over the comment of at 2:15 and off at 5 p.m. with no breaks or drags.

UCLA vs. MONTANA
With: Tom Hanlon
ASSOCIATED Ollar
KYAC, Letter of the theory of the the theory of gabbing. Locals like the latter, What they want is showmanship in the parlor.

they are run off—the experting from the booth. Other is the hypo. style of gabbing. Locals like the latter, what they want is showmanship in Tom Hanlon, who called 'em from the Coliseum where the University of California at Los Angeles came to grips with the Montana bunch, belongs in the category of those who grips with the Montana bunch, belongs in the category of those who grips with the Montana bunch, belongs in the category of those who grips with the Montana bunch, belongs in the category of those who grips with Hanlon at the controls. But perhaps he might have warmed up more to his subject had not the grame been so lopsided. UCLA buried the Grizzlites under a vast score. The control of the contro

DUKE U. With Charles Crutchfield APLANTIC REFINING A'FLANASAUR'SAUR'SAUR'SAUR'S Charlotte (N. W.

WET, Charlotte
(M. W. Ayer)

"Etherizing the Duke-South Carolina game, Charlic Crutchfield pulled
through in A-1 shape. He was initiated to Dixie sport fans some time
are through his broadcasts of the
National American Legion Junior
baseball semi-finals and Little World
Scriptor

sage through his procadeasts of the National American Legion Junion National American Legion Junion Series.

Voice booms sul foudly, but pleas-antly, and is one of the most distinct heard in these parts. Capable of sagging without having listeners split a blood vessel, and cuick on the split and continued with splendid resume of highlights aneaut players with a colley of Allantic plugs, and introduction of my good friend Gov. Olin D. Johnston. Jatter came into the booth for a spiel.

Descriptions were all that could be split the split on the split of the split on the split of the split on the split of the spl

PITTSBURGH With Ed Sprague ATLANTIO REFINING Saturdays Saturdays WCAE. Pittsburgh

WCAE, Pittsburgh

N. W. Ayer)

For broadcasts of the Pitt home sphedule, Atlantic Refining has named Ed Sprague, veteran sports announcer of KDEA and before that WWSW. Sprague is the straightforward type of. spieler. No fireworks, Everything unadulterated, uncolored, and without hiss. and without bias.

and without bias.

Account of the Pitt-West Virginia fray, which was as good as a walk-away for the locals, was interrupted with calling substitutions on the field. That wasn't Sprague's fault, however. It was just that kind of game, He follows the ball quickly, spots his players, and has few, if any mistake to gloss for switched to the refular press box, where Frank Carver, sports, publicity, director, for Pitt, takes, charge, He puls, on newspaper names, visiting coaches, scouls, and celebrities, and mark average broiddast, so that the commercial plugs are limited to beginning, end and in between periods. None while game is in progress. Sprague handles the best bid of the spot of Account of the Pitt-West Virginia

BICHMOND ys. ROANOKE With Glenn Jackson, Pecce Gleason, Gene Wager ATLANTIC EEFINING Virginia System with WRVA, WDBJ

ATLANTIC SETINING
VIrginia System with WRVA, WDBY
Virginia System with WRVA, WDBY
Virginia System with WRVA, WDBY

Three observed with the work
ball and mike text with the work
ball and mike text with the work
ball and mike text work the work
good at the finish. The boys should
iron out their work Commercials
were 100% in placing and delivery.
The handle this intercity classic,
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continuercials, and Gene Wager, and continuercials, and Gene Wager, as observer, and the continuer U. of Va. football ace, as observer, and the continuer U. of Va. football ace, as observer, and the continuer of the continuer o

GEORGIA U.
With Marcus Bartlett, John Tiple
Lambdin Kay
ATLANTIC REFINING Saturday, 2:15 p.m. WSB, Atlanta

(N. W. Auer)

(N. W. Ayer)

Clash Saturday (3) between Georgia and Furman at Athens was aired creditably by Marcus Bartlet, erstwhile musical director of WSB Except for a 'penchant for pushing psuedo-excitement into the clutches and a tendency to give the home boys the best of it, Bartlett's miking passed musical.

WORLD SERIES Baseball FORD WEAF, WJZ, WABC, WOR, WHN, New York

(N. W. Ayer) Ford Motor Co. again captured the broadcasting of the annual baseball broadcasting of the annual baseball classic, paying \$100,000 to the National and American Leagues and plenty to the raido companies. When it is figured that the description of the games is being carried by nearly every major station in the country every major station in the country and the country and

The reason unity at least until it's all Portice arrangement with the radio companies (at least those which are being paid to carry the broadcasts) calls for one-hour daily at card rates; all time over an hour at the rate of the rate

FOOTBALL FORUM With Skip Walls, High School Coaches Sustaining 15 Mins.

Sustaining
15 Mins.
Weshesday, 7:45 p.m. EST
WNEW.New York
WNEW's stunt to catch high school
students and make them WNEWconscious. Got under way in rather
ponderous fashion. Initial program
bringing high schools coaches in
New York City and nearby was
saved by the ingratiating personality
of Skip Walls, former N.-U. grid
player, who is handling football and
other sports material at the station.

Its line of questioning of the text
involved. Little question that the
material will appeal to student
listeners of schools involved.

Wear. First football broadcast. (3) went over moken, form with Herman tover in okay, form with Herman Reitzes, station sports commercial steriment to game the station sports commercial and interperiod comment. On at mikeman, took over the commercial and interperiod comment. On at 215 and off at 5 p.m. with no breaks with a mixed schedule of the proposition. WFBC and WSPA and interperiod comment. On at 215 and off at 5 p.m. with no breaks with a mixed schedule of the proposition. WFBC and WSPA and interperiod comment. On at 215 and off at 5 p.m. with no breaks with Coca-Cola sponsoring are the 215 and off at 5 p.m. with no breaks with a comment of the commercial sponsoring and big manner in which the Reitzes Walsh combo functioned from the Washington, D. C. press box got good phone reaction, which ought to hold with the season. Wilmington reception to save and a manong the things to be considered are Attentic's blurbs which the season. Wilmington receptions to be cheering crescendes. Splotches in the airing could easily be irounded in substance of the strength of the cheering crescendes. Splotches in the airing could easily be irounded in the station of the cheering crescendes. Splotches in the airing could easily be irounded in the proposition. The proposition was graphic. Combination of fairly, restrained advertising copy, and purchy decidency to great the proposition with the proposition will be a station of the cheering crescendes. The proposition of the cheering crescendes. The proposition will be a station of the cheering crescendes. Splotches in the airing could easily be irounded in the proposition of the proposition of the cheering crescendes. The proposition of the cheering crescendes. The proposition of the proposition of the cheering crescendes. The proposition of the proposition of

JOE PENNER
With Jimmy Grier's Orch., Trudy
Wood, Bill Goodwin, Martha Wentworth, Lou Mertill, Nancy Leach,
Tom Lawrence, Dick Ryan
Variety Show.

Tom Lawrence, Blek Ryan Variety Show.
39 Mina VIS CO. (Cocomait)
30 Mina VIS CO. (Cocomait)
30 Mina VIS CO. (Cocomait)
31 Mina VIS CO. (Cocomait)
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no advertising, whereupon ucooxyGoody cattch-phrase further points
interplace.
Goody cattch-phrase further opinis
interplace.
Goody cattch-phrase further opinis
interplace.
As produced by Nate Turts of the
Ruthrauff & Ryan agency, the formula of the new Penner Family air
show is fraught with considerable
produced by the service of the service of the service of the
good starter-offer, albeit a bit spotty
or its laugh returns. But the framework is serviceable, and only future
scripting shortcomings can defeat its
becoming an important early Sunthe Park Avenno Penners are well
established as being not particularly
keen about their black-sheep son,
Joe. The muggery at the dinner
table in the elite household next
where Joe has been sent for some
educational culture. This is just the
old schoolroom hokum of the Gus
Zewards era 30 years ago excepting
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You? The sum of Doing With You? Supporting cast very professional and effective in their chores from the Godfrey (butler) the exaggerated socialite mama, papa, Egbert, Archie and Gwendo-lyn, the rest of the family, Best secondary youce, however, is that of the schoolteacher's, a very engaging address.

schoolteacher's, a very engaging address, sirt of the new series, as address, as first of the new series, as stemmer's more promise than aim of the series o

'SNOW VILLAGE SKETCHES'
With Arthur Allen, Parker Fennelly
Kate McComb, Robert Strauss
Drama Kate Meconic,
Drama
30 Mins.
LOOSE-WILES
Saturday, 9 p.m., EST
WEAF, New York

(Nomell-Emmet

WEAF, New York.

Weap!-Emmett)

Born in 1928, this series of New England sizes a now in its sector of the control of the contr (Newell-Emmett)

JOHN McCORMACK
With Leoped Stokewski, Philadelsone, Sone, Simon, Million Cross
Sone, Stoke, Million Cross
GENERAL MOTORS
EXTV, Philadelphia
One-tic Compbell-Euold)
Was grand job of short one-tic Compbell-Euold
Was grand job of short one-tic Compbell-Euold
One-tic

EDWIN C. HILL
With Barry Seenik Oreh.
News, Music
30 Mins.
REALSHLK
Sunday, 10 pm. EST
WJZ, New York
Hill takes a fiyer at m.c.
chores in Realsilk's new series, at
Frogram has two distinct production
features, first an interview stanza
with either 'Mr. or Mrs. Average
Man,' and then a city desk dramatipleasant music, the show hits a popular batting average
Man,' and then a city desk dramatipleasant music, the show hits a popular batting average
Man,' and then a city desk dramatipleasant music, the show hits a popular batting average
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hits a popular batting average
Man,' and then a city desk dramatifleasant music, the show
hits a popular batting average
Man,' and then a city desk
Half hour program does not go
after the closely dramatic
fleasant music, the show
hits a popular batting average
its original plan. Hazel Cochrane,
air stewardess, down for the guest
appearance to chat informally with
Hill, it contained enough human intion in the closing quarter hour, revolved around Will Irwin's story of
the San Francisco earthquake for the
Sun in 1986, which was socke on its
Chill's particular duties are confined
to being 'Spectator of the American
Scene,' a rather high-toned label but
not overdone after he gets started
poised style c'. news comment. Freedom from sensationalism is an asset
which serves well on the hosiery
program.

which serves well on the hossery program. News gets a going over first, but is a teaser for the meaty stints which follow. Interview and dramatization dominate, with the spieler presiding graciously. Sosink's musical graciously. Sosink's musical fortie tamospheric as straight dance fortie tamospheric as straight dance

This is a standard of the control of

Follow-Up Comment

Amos 'n' Andy, who sometimes sermonize in dialog on timely but non-controversial questions, threw the weight of their support behind the get-out-a-full-vote-in-the-election campaign during an episode broad-cast over the NBG red rim for Pepsodent. The philosophical Amos explained to the scatter-brained Andy why the latter's vote would count as much as anyone else's in the November balloting. He said that persons who could and did not vote were crazy'; that those who failed to exercise the franchise privilege had no right the could be supported by the could and did not vote were crazy'; that those who failed to exercise the franchise privilege had no right and the could be supported by t

Packard stanza of last Tuesday (29) gave evidences of finding its groove. Was a more tightly-knit show. Fred Astaire and Charlie But-terworth clicked nicely in the com-

show. Free A stair-and Charlis Butterworth clicked nicely in the comedy passages.
While the Negro choir providedrich bolstering for the musical conthe possages.
It is the provided provided rich bolstering for the musical conthe Pixiliated Sisters as the other
guestees impressed as problematical. There must have been thousands of
listener-in that had not seen Mr.
Intere must have been thousands of listener-in that had not seen Mr.
It be dou's oldmaid antics likely fell fail. Event the advantage of visual conception could not have been of mone possibilities of the provided of the provided provided and the provided provided the provided provided provided the provided provided provided provided provided provided provided provided ground a divorce court seene, the wife seeking the breakway because of the husband's penchant for gambling. The bet had been about a sanother, and the kindly judge with the southern dialect topped off the crossfree by allowing that he himself wouldn't mind betting on such a sure thing.

FLOYD GIBBONS VINCENT LOPEZ ORCH, With Jones and Hare, Grete Stueckgold 30 Mins. NASH-LAFAYETTE Saturday, 9 p.m. EST WABC, New York

Saturday, 9 p.m. EST
WABC, New York

(J. Walter Thompson)

Nash Motors, new Saturday night
series, combined Floyd Gibbons and
stars. Speed is stressed in copy and
pace, with premier revealing a Gibbons vs. Lopez tug-of-war to see
which could operate the faster. Between the gib combination and nimtween the gib combination and nimbons by the finale time.

Globe-trotter's foreign gleanings
were still warm. War-torn Spain
and his escapades served as opening
fodder, and they will probably last
for several more. His fair for dranarvation, essassination and alaughter sound strange as a follow-up to
swing music, and both departments
suffer from this conglomerate mixing. Urge to lambast wears.

Gibbons' style is breathless almost

swing music, and both departments suffer from this conglomerate mixing. Urge to lambast wears, Gibbons style is breathless almost to the point of panting. He clinches a screaming headline with I know, ish squibs finally filtered out with the speaker then starting in on Nash-Lafayette.

Lopez broadcasts with a shiny polish which is synonymous with his rep. He, too, managed to plug the sponsor in a jingle tune. This committee the speaker of the speaker o

CHARLES RUGGLES With Matt Crawley, Ann Peers Comedy Skit ROYAL GELATIN

With Matt Crawley, Ann Peers
Connects Stat ATIN
Thura, 8 p.m. EST
WEAF, New York
Charles Rengies is one of the few
connection of the conne

AMATEUR SONG WRITERS With Jack Arthur, Barbara Lamarr, Eleanor Sherry, Nat Brusiloff's Orch. oe Mins. Thursdays, 8 p.m., EST. WOR, New York.

Sanga, Musis

Minaway, 8 p.m. EST.

WOR, New Yerk.

WOR, New Yerk.

Last reason's amateur song writers' contest-idea leauneied on WMCA by Joe Howard and Billy Jackson; is on WOR this year under new suspices; and considerably improved. This stateduction way and in the presentment. Jack Arthur, Barbara Lamarr and Eleanor Sherry for the singing and Nat Brusiolf's corking orchestra for the music and arrangement are ceretures with who submit their stuff for airing on this show. On the program caught the talent was several miles ahead of the material at all times. The submitted in the sum of t

ment on the show as set up to widen its general audience. Bige.

STOOFNAGLE AND BUDD With Don Voorhees orch. 3MINTER TAPHOCA SURGAY, STAPHOCA SURGAY, SURGAY, STAPHOCA SURGAY, SURGAY,

IRENE GEDNEY Pianist 15 Mins.

15 Mins.
Sustaining Sunday 7 pm. EST
WHAM. Rochester, N. X.
In this program Irene Gedney combines exceptional playing ability or sent of the combine of the

JACK BENNY With Mary Livingstone, Phil Harris Orch, Kenny Baker, Don-Wilson, Benny Baker Comedy, Music 30 Mins, JELLO Sunday, 7-7:30 n.w. Pers

Sunday, 7-7:30 p.m. EST WEAF-NBC (red), New York

WEAF-NBU (red), New York

Weaf-NBU (red), New York

The same socko comedy returns
marked Jack Benny's return to the
NBU red (a switch from the NBU red (a switch from the NBU red) (a switch from the

Bennys 'new author, replacing Harry Conn, is Al Boseberg, film gag man.

BOSEMARIE BRANGATO, HELEN

CLAIRE

39 Mins.

NATIONAL BISCULY CO.

Priday, 820 June EST.

W. B. C. Conner Frickson

A promising half hour's program for appearance on the air once weekly, sponsored by the National Some Conner of the National Some Consultation of the National Show, offers Rosemarie Brancaca in songs and Helen Claire, with supporting players, in short sketches. Combination is a rather unique one, and the show for the first 15 minutes and the sketch with Miss Claire dosing is a rather unique one, and the show for the first 15 minutes and the sketch with Miss Claire dosing dawback, as noted on Principal drawback, as noted on Principal drawback, as noted on Principal drawback, as noted on Advertising comment which not only employs an announcer for plug purposes but also uses a kid known as the contain. Too much advertising, like too much candy, is bound to give the show for the first 15 minutes and Claire are at their entertaining take, Twin Stars is okay, For her debut on this program Miss Brancato and Claire are at their entertaining take, Twin Stars is okay, For her debut on this program Miss Brancato did Melody from the Skiefs as an opener, a number from a recent picture that of her voice as well an the cole-atura solo following. Roses of Fleardy' completed her stint, when heard, with Miss Claire and a company then going on in a sketch.

Char, Short Man and the cole-atura solo following. Roses of Fleardy' completed her stint, when heard, with Miss Claire and a company then going on in a sketch.

Was miss and the stint when heard, with Miss Claire and a company then going on in a sketch.

Char, Short Man and the cole-atura solo following. Roses of Fleardy completed her stint, when heard, with Miss Claire and a company then going on in a sketch.

Char, Short Man and the cole-atura solo following. Roses of a Saturday Evening Post story by Mary Hastings Bradley, which lends itself happily to the limitations of the coone thearte.

JOE WILLIAMS Sports BOYAL GELATIN

Boriss

ROYAL GELATIN

Thursday, 8 p.m., EST.

WEAF, New York

WEAF, New York

Joe Williams sports editor of the

N. W. World-Telegram stepped to the
mike on Rudy Vallee's hour for
Royal Gelatin and cloude a home
run. Scrivener had plenty to say,
knew how he was going to say it
and put it over engrossingly. Indeed he may well be dratted for the
deed he may well be dratted for the

Bulld-up to meat of interview was
via hasty humorous reference to the
sundry tasks confronting a sports
scribe. After taking a neat backhanded stab at Yale's open press
cop, Williams got down to factual
lines with the world series.

West.*

Biz Not Worthwhile If Merchandising Must Be Added, WDRC Releases Oil Co.

SPONSORS-AGENCIES

James Free on Coast for a client

Schwimmer & Scott agency has the Hudson dealers account in Chi-

Bernie Weinberg east to look over talent crop for Coast shows beings produced by the agency.

William Robson, and not Bess Johnson, is the producer of the Scars-Roebuck "Then—and Now pro-gram on Columbia.

Myron Kirk and Raymond Sullivan of Ruthrauff & Ryan, in Los Angeles for Joe Penner initialer. Also looking around Hollywood for office

Claude Morris, formerly in the adio script department, has been

chief of

named assistant production manager of the Blackman Agency Taylor stays as production

Arthur Kudner agency is assembling data for Buick on a weather reports campaign which the account figures to use in addition to the spot announcements that have been set for the week of Oct. 19.

Swift subsidiary product, Sweet

Meats; getting some spot announce-ments set to start late in October. Placed through J. Welter Thompson

cy, Chicago, announcements w solely south of the Mason-Dix

Armand S. Weill agency, Buffalo, turning out a-series of e.t. announcements for Remington-Rand in behalf of typewriters and office supplies. Possible that later on other discs may be cut for other R-R products in similar, dramatized fashion. Statioc. list for present campaign not set yes.

Hartford, Oct. 6.
Rather than deviate from its own policies, Station WDRC relinquished an oil company account using five 15-min: spots a week. Oil company had insisted WDRC undertake merchandising. Station frowns upon this practice as disguised form of ratecuting.

Merchandia

practice as disguised form of rate-cutting.

Merchandising is at its lowest elb in this city and has been so for some times. While the control of the times will be the control of the WDRC is dentically chilly. Only sta-tion which professes a willingness to do a real merchandising job is WTHT, a 100 watt station which in-augurated its first program Sept. 1st. Station is an affiliate of the Hartford times and, through this medla, is sable to give merchandising service.

Latter station, however, is meeting

tones and, drough this metal, states to give merchandising service.

Latter station, bowever, is called states that the state of the st

istence has but one commercial in a city where the other two stations are sold out practically all day. Ad-vertisers are interested in purchas-ing time, yet, when quoted rates by agencies and the station itself, are inagencies and the station users, are an clined to turn it down when compar-ing rates with either WDRC or

Wax Dog Hero Series

Seattle, Oct. 6.

Ace Sanderlin, tops as dog trainer In these parts, is waxing 26 episodes, titled 'finvisible Trails,' being dog here stories, true to life. Ruby Harlow wrote continuity for this program, which goes on NBC and indiestations along the Coast. Local restations along the Coast. Local re-

Sponsored by Albers for Dog Friskles. John Pearson is director and Tom Morris, announcer.

Buddy Cantor, pic interviewer for WMCA, New York, off to the Coast for six weeks.

Rap Shephard

(Continued from page 33) out reference to the usual bogeys of program duplication and monopolis-tic frends.

tic trends.

Ag-inst New Wording
Cleared-channel group, embracing
Is high-powered stations in 10 states,
quickly hit the proposed rule
changes advocated by the regional
faction, demanding the commish
maintain the principle of reserving
a fixed number of ribbons for exclua fixed humber of ribbons for exclu-sive night'use even if the total num-ber of cleared channels is reduced. Craig registered unqualified objec-tions to the idea of substituting the words 'high-powered' for 'cleared channel' throughout the existing regulations.

regulations.

Duplication of stations on exclusive ribbons will be wasteful and interest in the control of the

antennas much valuable energy will be dissirated over the oceans and no substantial benefits gained. Reviewing the history of broadcast regulation since the 20's, Craig related how the cleared-channel principle first evolved and traced the gradual break-down of the theory, are also the control of the cont

tion by consent and revenue strong economic and political prestrong economic and political prestrong economic and political prestrong the prestriction of lower-powered translaters on exclusive ribbons.

Assumiters on exclusive ribbons.

Craig political prestriction of clear-cut, craig political crusade. Cleared-channel people have been harassed repeatedly, he charged, and steps must be taken to safeguard investments and counterct political influence

Thirty Exclusive Channels

act political influence.

Thirty Exclusive Channels

If the Commith substitutes the
words high-powered in its present
cleared channel rules, every esttion holding an exclusive franchise
will be faced with the job of defending its life continuously without
any aid from the rule book, Craig
contended. He pointed out that only30 of the 49 cleared channels actually
are circlusive at present and remarked that networks bave sained
practical control of nearly half this
number.

Trueting on the power issue.
Craig dened breat into the early
days of the old Federal Radio Commission to fird support for his argument that waitage restrictions should
be moderning. He received when the 1812 radio, act was sehcanned by the courts and cited enfact that the result of the effect
first him to the courts and cited enfaced by the courts and cited enfaced by the courts and cited enfect that the right of the effect
for the there is no logge to the effect that the right of the courts and
misconnection of the courts and
misconnection of the courts and
misconnection of the courts
when the old F.R.C. housted the
mover limit from 5 to 50 km, 'vast
improvement' in service to rurel
reces resulted, Crair dealered. This
jutes told the beat method to listeners in Duront has bought the \$30 to 9:45 spot on WABC, New York, and WCAU, Philadelphis, Saturdays for a program which will plug Zerone, anti-freeze iquid. Show, with Irene Beasley and the Jester, will originate from the CDS tudios. Westward end of the CBS link is used at the same time by Pet Milk.

juice fold has been the only means of reaching millions of listeners in thinly-populated parts of the coun-try, he reminded the Commish.

B'anche Young's Course

Indianapolis, Oct. 6. Indianapolis, Oct. 6.

Blenche Young conductor and program director for the Indianapolis Public Schools' regul 1ar School Sketches programs, last year over WFBM—this year WIRE and WFBM—this vac wilke and wild with the school of the school o oduction. Also at Indiana Extension for the

Also at Indiana Extension for the semester's regular night, sessions is Edith Evans, fashion copywriter for the Wm. H. Block Company, department store, listed to conduct saries of lectures on radio continuity

AYER, COMM'L MGR.

Fred W. Ayer has been named commercial manager of WSAR, Fail River, Mess. He's a brother of Hibbard Ayer, station rep, with whom he was associated for awhite last summer. Indie Fail River outlet goes from 250 watts to 1,000 end of this month, and will need to be a fail with the control of the month.

and will crect a new antenna simul-

Here and There

Otto Neubauer resumes his solo piano series over WDRC, Hartford,

Harold Jovien now writing under his right name for the Southwest News, Chicago. Drops former radio editor nom de plume of H. J. Houser.

Jee Connelly, conductor of WFAB's Jersey City Irish Hour, is also the radio editor of New York's Hi-bernian gazette, The Irish Echo.

Elliot Stewart, heretofore with Co-lumbia Concerts division of Colum-bla Artists Bureau, has joined the WIBX Utica mike and production

staff.
Another announcing addition Lowell Gubbins, previously with WSYR, Syracuse. Spieling staff now

Frank Sharp, WFBM Indianapolis program director, back at his desk officially after a brief vacation spent chiefly unofficially at his desk.

Robert Kilment, recently mikeman for WCHS, Charleston, W. Va., added to announcing staff at WCKY, Cincinnatt. Meantime, Louis Aiken, Jr., leaves WCKY to spiel for WGR,

J. N. Hinchey, once commercial manager of WCBA, Allentown, has been named to the sales staff of KYW, Philadelphia.

Harley Hubbard now assistant sales manager of KGFW, Kearney (Neb.).

Mary Nally, contralto, has returned on a late-evening WGY, Schenectady sustainer titled 'Dream Time,' with an orchestra led by Edward A. Rice. Virginia Murdock, soprano, is a comer on sustaining at station

James Wilder handling a new pro-gram titled 'Opportunity Hour' over WKEU, Griffin, Ga.

Morton Lawrence, announcer at WCAU, Philly, switching daily 'Sleepy Hollow Boys' program.

Jim Begley, program director KYW, Philly, recuperating fra abdominal operation.

Bolly Mitchell, 12-year-old song-stress, off schedule at WICC, Bridge-port, because of illness.

Vaughn de Leath, m. c.'ing week-ends at Chimney Corners, North Stamford, Conn.

Tom Lewis, writer and actor, who has been WTAM's, Cleveland, program director for some months, has been granted an indefinite leave of absence. Chester Zohn, night program director, has taken over Lewis duties.

Under direction of Carol Hall, WD!'L's (Salt Lake City) Kangaroo Club (kids) starts its 13th year this week. Club has total membership of

George Snell, KDYL announcer, turned out his third published novel, abot, Hog, and Die. Caxton, Idaho firm, publishers.

Frank Austin latest addition to KDYL, Salt Lake, announcing staff. Formerly with KTSP, St. Paul.

H. H. Holshouser, assistant treasurer and general accountant for WET, Charlotte, back from Canada and two weeks of vacation there. Mrs. Holshouser went along.

Myron Fox, KDYL Salt Lake announcer, won annual city newspaper-radio employes golf tourney.

Land States Band at Hotel Utah's Empire room aired twice weekly by KSL, Salt Lake. Russell Stewart an-

Mary Naily, contrallo, has returned to WGY on a late evening sustainer titled 'Dream Time,' with an orches-tra led by Edward A. Rice. Takes-place of 'Gypsy Trail,' which WGY (ed to NBC for some time.

Caldwell Cline, news commentator for WSOC, Charlotte, N. C., is vacationing in Atlanta.

Preston Stroupe, vocalist, has been added to the Wayside program of Harold Brown, over WSOC, Charlotte, N. C.

WJAY, Cleveland, is all set to erect a new transmitter, and antenna as soon as the Federal Communica-tions Commission gives the word.

New site would be out-of-town at Seven Hill Village, south of Cleve-land. It is the same site now being used by WHK.

Margaret Siceleff, former an-nouncer and dramatist at Asheville, now secretary to Sales Manager Dewey Long at WBT, Charlotte.

John N. Hinchley, joins KYW (Philly) sales staff, coming from commercial manager duties at WCBA, Allentown.

Rock Ulmer, formerly with WHO, Des Moines, now on KSTP, St. Paul, announcing staff.

John M. Sherman, St. Paul district radio and communications inspector for the F.C.C., has resigned to become technical director of WTCN, St. Paul-Minneapolis newspapers-owned station. Carl W. Loeber moved in from Detroit to assume Sherman's former post.

Bobby Jelison, WCCO, Min-neapolis, sound effects man, marries in October.

Ruth Parks, named WHK's new organist, once played at Palace, Cleveland. Starting Oct. 4 she rates a spot over CBS chain in a new series titled 'Day Dreams' in which she will appear with Lou Rich's Orchestra.

Lerey Flynn, 18-year-old high school orator, joins WICC, Bridge-port, as announcer.

Guy Wallace, former announcer at WHN, New York, now spokesman at WIXBS, Waterbury-New Haven.

Johnny N2 innd's orchestra at Hotel Clark Memphis. Broad-casts three tim: daily over WHBQ. Vocalists include Marie DuPre, Dick Rock and the Four Toppers.

Recently-married Betty Jones, conrecently-married Betty Jones, con-tinuity writer for WHBR, Memphis, has resigned to travel through Ala-bama with her husband, Terry Jack-son, of the Alabama Power and Light Co.

Raymond Guy and W. S. Duttera, NBC engineer experts, visited Cleve-land last week and spoke at Case School of Applied Science to radio engineers on new developments in

Adrian James Flanter, former sales promotion manager of World Broad-casting, has opened his own offices in New York for sales promotion, publicity and artist representation in

Gertrude Berg fills guest gap for Ben Bernie's American Can broad-cast of Oct. 13. Frere Herman Bernie negotiated.

Edna Rau, formerly of Harkins agency, takes over Phyllis Foster (home economics etherizer) duties for WDAS, Philly, replacing Lee Lawrence.

Lanny Ross gives a benefit con-cert at Taft Preparatory School, Watertown, Conn., Oct. 31. When he was a student there he was leader of the giee club.

Mickey Gillette, NBC saxophonist and conductor, will leave San Fran-cisco for Hollywood shortly. He is batoning Jack Mealtin's programs while the latter is on a month's leave of absence.

Bca Renaderet, singing comedienne at KFRC, San Francisco, leaving after more than four years on the station's staff to try her luck in Hol-



National Representative Free, Johns & Field, Inc. New York—Chicago—Detroit San Francisco—Los Angeles



Here's how WBZ-WBZA helped a mayonnaise and sandwich spread maker: A free sample offer on a fifteen minute daytime program brought several thousand replies from housewives telling whether or not their dealers carried the sponsor's product. With this information the advertiser's salesmen opened 900 new outlets in a week-typical results of a well-planned campaign over these stations!

> 50,000 WATTS BOSTON, MASS.

SPRINGFIELD, MASS.

Completely programmed by NBC

FCC's Washington Docket

pending action on renewal applications,
Northern Broadcasting Company,
Inc., Wausau, Wis., received the nod
on an application for new station
to be operated on 1370 Ke with 100
watts days, upsetting the recommendation of Examiner P. J. Seward.
The request of C. G. Hill, George D.
Walker and Susan H. Walker—longtime candidates for a broadcast statime control of the conmatch sustaining Examiner Walker.
Navarro Broadcasting Association,
Corsicana, Texas, received an okay
for a new station to be operated on
1310 ke with 100 watts days, in line
with the recommendation of Examment of H. Hill. New station for
Wilton Harvey Pollard, Huntsville,
Ala, to be operated on 1200 ke with
with the recommendation of Examment of H. Hill. New station for
Wilton Harvey Pollard, Huntsville,
Ala, to be operated on 1200 ke with
with the proper station of the conmentation of Examiner Seward.
Wilton Harvey Pollard, Huntsville,
Ala, to be operated on 1200 ke with
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Ala, to be operated on 1200 ke with
with the comment of the conmentation of Examiner
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burg, W. Ya., sustaining the receburg, W.

Washington, Oct. 6, 1936.

Size new vatations received octays watations received octays watations received octays the Commission when the Broadcast Division held its regular meeting last week and numerous applications for construction permits for high frequency relay broadcast stations were granted. Commiss nixed one new transmitter plea and threw out one application for power jump, but granted several transfers of control and one frequency change and power granted nine transmitters, but 12 were put on one month's probation, pending action on renewal applications.

Northern Broadcasting Company, Inc., Wausau, Wits, received the nod on an application for new station to be operated on 1370 ke with 100 watts night, 1 kw days, on 1120 frequency (WEST, Easton, Pa, special temporary authority to opartae unlimited time, beginning of the provided on 1370 ke with 100 watts night, 1 kw days, on 1120 frequency (WEST, Easton, Pa, special temporary authority to opartae with WKBO, Harrisburg, Pa, same except with WKBO, and the provided of the provided

frequency from 1250 to 760 kc, jump power from 1 to 5 kw, change time from specified hours to sharing with WCAL, Northfield, Minn.; WTCN, Irom specified hours to charleg with WCAL, Northfield, Minn: WTCN, Minneapolis, Minn., change hours of operation from specified to unflamited; KWTN, Watertown, S. Dak., increase power from 100 watts to 250 watts night, 500 watts days, and change frequency from 1210 to 1340 kc; KGDY, Huron, S. Dak., change frequency from 1360 to 1210 kc, change power from 250 watts days; Georgia Broadcasting Co., Rossville, Ga., new station to be operated on 1200 kc, with 100 watts; WLMU, Middlesboro, Ky, increase day power from 100 watts to 250 watts; Amarillo Broadcasting Co., Amarillo, Tex., new station to be operated on 1500 kc with 100 watts days; W. E. Whitmore, Hobbs, N. Mex., new station to be operated on 1500 kc with 100 watt days; W. E. Whitmore, Hobbs, N. Mex., new station to be operated on 1500 kc with 100 watt days.

Pacific Coast Radio Notes

Hal Wolf is giving football analysis on new program 'Sports Review,' to KOMO-KJR announcers.

weekly on Tuesday over KOMO, Sattle,

Tubby Graves, frosh football coach

Harold C. Mean, formerly with KFPY, Spokene, KFBB, Great Falls, and KGBO, Missoula, is now on KOMO-KJR, Seattle staff of an-nouncers, Maitland Jordan, formerly

thority 1. Copyrist within a control property control and there were the control and one frequency change and power important the control and one frequency change and power important the control and one frequency change and power important the control and one frequency change and power important the control and one frequency change and power important the control and one frequency change and power important the control and one frequency change and power important the control of the

Tubby Graves, frosh football coa at U and baseball coach differ at U and baseball coach ditto, in new program over KOMO, Seattle, twice weekly, 'Locker Room Stories in Sport.'

Jose Maria Beynal rounded up a dozen picture names for his 'good will' broadcast from Hollywood '6

Charles Correll (Andy) piloted his own plane from the Coast to Chi-cago. Freeman Gosden (Amos, di al), took no chances and boarded a

Hal Styles, KMTR (Hollywood) special eventer, looking for a haunted house to broadcast from.

Harry Malzilsh, KFWB (Hollywood) manager, pulled a fastie by inking Rob Wagner to a contract while an agency exec was stalling for time.

Robert Taplinger winged back to his N. Y. office after looking in on the Nelson Eddy inaugural for Vicks.

Dave Brockman, KHJ (Los Angeles) musical director, batoning an ork for first time on Coast NBC network.

Carl Nissen, former commercial manager of KNX (Hollywood), has bought into the R. H. Albers agency.

Hugo Kirchofer leading KFWB (Hollywood) community sing from Exposition Park.

Lloyd Yoder, NBC press chief for the Coast, will be head linesman at three conference games in L.A. this year.

Bing Crosby due back on the Kraft broadcast Oct. 15: after sev-eral weeks resting up in Hawaii.

Thomas Freebairn Smith named head announcer of KNX (Hollywood). Dan Prindle joined Hee Chevigny's continuity staff.

FUNDAMENTALLY, the function of any broadcasting station is to give progressively better service to the radio audience.

Millions of the nation's radio listeners recognize WLW's strict adherence to this prime fundamental.

And WLW advertisers by the results of their WLW campaigns confirm WLW's service to its tremendous audience.

Reallocation Hearing On

VARIETY

(Continued from page 35)

toons, plus legal documents covering in detail endless divisions and sub-divisions of problems all suggest plenty of engineering and legal ex-pense. At least 40 lawyers and dozens of engineers are present.

In the Background

Hovering in the background of the present hearings and optimistically hoping for a wholesale boosting of power within all classifications, are power within all classifications, are the radio equipment manufacturers. Regardless of the merits of the sev-eral questions under dispute, it looks like the equipment boys are the only sure winners in the whole mess.

sure winners in the whole mess.
National Association of Broadcasters is neutral. Although Lyving prepared a complete presentation, the trade association will not testify or participate. It's position is a logical reflection of the dissensions and mutual conflicts of interest among the memberships.

Warning that higher power limitations will burden the industry with \$10,000,000 capital outlay and heavy additional operating costs, as well as force abandonment of small staas force ananomment of small bas-tions and deprive certain areas of present service, was given the Fed-eral Communications Commission today (Tuesday) by William S. Paley, president of the Columbia Broadcasting System.

Broadcasting System.
Although declaring Columbia will take full advantage of any changes in existing policies and regulations, Paley registered strong opposition to the idea of creating a group of 500 kilowatt transmitters, and upping

DICK

Dir.: M C A
Per. Mgt., HERMAN BERNIE
1619 B'way, N. Y. C.

S. K. KUSHNER Presents

Don **Bestor**



wattage top for regionals at present time. He advised caution in upping present broadcast structure by revising regulations which might force a new pattern of, network recommendation in favor of duplication on cleared channels, the CHS prez declared that if these three moves occur the result will be use of fewer stations of greater powers by principal sponsors, followed by stronger signal service in rural areas, abandomment by chains of low-powered transmitters in primary service areas of the proposed titians, and inevitable curtailment of service in medium-sized cities.

The Prebable Burden

The Probable Burden

The Frebable Barden

'Our careful estimates of the cost of 500 kilowatt stations indicate probable burden of over \$10,000,00' of capital invested by the broadcasters with an additional operating cost of the cos

cated within enlarged primary service area of the 50 kilowatters. Economic consequences of super power are not clear, Paley said, but several potential disadvantages threaten

to counteract anticipated benefits. Be suggested that greater theoretical sales revenue must carry the load of a \$500,000 investment and \$150,000 increase in operating costs without allowing profit on the added outlar, rate card boosts will make broadcasting a prohibitive medium for local advertisers, and creation of 20 or 25 behemoths may nullify the advantage of each without equalizing the heavy cash expenditure, Paley opined.

Werst Victims

Regional and non-web stations will be the worst victims of 500 kw policy, Paley cautioned. While some regionals benefit, the majority will be handicapped by greater competition and concentration of advertising, he said, and loss of network-ling, he said, and loss of network-ling both revenues and programs still harder, while coverage probably will be reduced because of increased interference. Listeners would not enjoy substantial benefits from 500 kw stations, Paley predicted. Although commish studies show clear-channel transmitters are favorites with rural audiences, only in half of one percent of radio-equipped homes would big power boosts result in appreciable improvement in reception, he call in adding that better reception ment of obsolet less with modern equipment.

Although opposed to unset at

reent of obsolete sets with invoca-requipment.

Authorush opposed to upset at present, CBS is ready to climb on the super power bandwagon, Paley announced. If commish sanctions, 500 kw, web will seek 'its full quota,' with chain-owned transmitters in New York, Chicago, Charlotte, Min-neapolis, St. Louis, and Los Angeles joining the scramble. Aiready three affiliates, WIR, WHAS and KSL, have asked for juice jolts, he re-called, and others may be expected to complicate the race. If super called, and others may be expected to complicate the race. If super power is to come, we will build and operate 500 kw stations wherever the commission will sanction them at strategic points on the Columbia network, Paley said, firing a parting shot and inviting rivals to launch a 'wathee war'. wattage war.

C.C.'s Ask Boost

Not content with seeking 500 kw authorization, Cleared Channel Broadcasters asked the F.C.C. to boost power minimum on exclusive ribbons to 50 kw and eliminate all

wattage maximums.

Looking ahead to the time when

ribbons to 50 kw and eliminate all wattage maximums.

Looking ahead to the time when 500 kw may not satisfy more ambitious broadcasters, Edwin Craig of WSM, Nathville, said that use of WSM, Nathville, said that use of WSM, Nathville, said that use of wattage of WSM, Nathville, said that use of wattage of WSM, Nathville, said that use of perators is 'inefficient and variation will 'stifie development.' He is firmly opposed, however, to boosting the minimum beyond 50 kw, fearing economic difficulties.

There are no valid reasons for putting a roof on cleared channel power, Craig said, warning such action will check progress and put the control of the wattage of o

boosts would be equally unwise and unfair, Craig averred. Apprehension about tremendous increases in interference is unfounded, he claimed, particularly if regional station wattage is upped at the same time to preserve present ratios.

"The advance of civilization," said Craig, would have been at an immeasurably slower pace if men had not been free to hazard their fortunes on the uncertain and the unforesseable. Removal of the maximum power limitation does not mean that you will permit any and all clear channel itensees to increase clear channel itensees to increase the station of the control of the

y. Encouraging Competish Encouraging Compensan
Competition between holders of exclusive franchises might be encouraged if the Commish is not willing to lift all wattage restrictions.
Craig suggested it might be desirable, if cautious procedure is be-

lieved necessary to limit the number of 500 kw. assignments, giving early comers an advantage and simultaneously penalizing broadcasters reluctant to experiment.

Abolition of limited-time station classification, or refusal to license any new transmitters using spare night hours on cleared frequencies, was urged by holders of exclusive franchises. Pointing out that limited transmitters can function after sunset only when dominant stations are silent, Craig asked the F.C.C. to achieve the compact of the station of the compact of the station of the compact of the station of the station, of the station of the station

ion.'

Powel Crosley, Jr., here for a speech, is more concerned about taking an examination to become a licensed third class radio operator

Lohr Yet to Speak
Lenox Lohr will arrive tomorrow
(Wednesday) and may follow William S. Paley as speaker before the
F. C. C.

(Wednesday) and may follow William S. Paley as speaker before the F. C. C.
Slides and motion pictures are being used to illustrate various technical phases of testimony. Joe Chambers, technician for clear channel group, used stereoptican Tuesday afternoon, and W.I.W. Clacinati, scheduled Wednesday to submit evidence of its experience as the control of the control

During prolonged experiments, WTIC has been operating unlimited time on 1040 in commany with KRLD, while WBAL days has been operating simultaneously with KTHS on 1040, Nights KTHS has been returning to 1040, while WBAL has been moving to the WJZ channel. Butter that the state of the work of th During prolonged experiments WTIC has been operating unlimited and night.

Iowas' Net's Show for DesM. Grocers' Assn.

DesM. Grocers' ASSI.

Des Moines, Oct. 6.

Iowa network, for the fourth successive year, is producing, a 'food show' for the Des Moines Retail Grocers' Association, Nelson Shawn, of NBC here, is booking the acts.

Among those set are Jackie Heller, Pat Kennedy, Morin Sisters, Vagatom of NBC here, is booking the acts.

Among those set are Jackie Heller, Pat Kennedy, Morin Sisters, Vagatom of the Morin Sisters, Day Dreamer, and the Modern Choir. Orchestra is that of Orville Foster, IBS musical director.

Wimbrow Goes WXYZ

Detroit, Oct. 6.
Dale Wimbrow, producer of sevral network shows, joins WXYZ

eral network shows, joins WXYZ staff. Wimbrow will produce commercial programs. Composer and actor, Wimbrow has been producing ether shows for 14 years.

Among Those Present

(Continued from page 83)

Hort Weeker, WREC, Memphs,
Hort Weeker, WREC, Memphs,
R. D. Rollo, WEEK, New York,
R. D. Rollo, WEEK, New York,
R. D. Rollo, WEEK, New York,
R. D. Herce, WEEK, New York,
R. M. Pierce, WGAR, Cleveland,
R. M. Hinreth, WGAR, Eschon,
Melvin, Hillerth, WGAR, Boston,
Melvin, Hillerth, WGAR, Boston,
Gene O'Philor, KVOD, Deniver,
John Shepard, Rvd, Yankee nelwork,
John Shepard, Rvd, Yankee nelwork,
John Shepard, Rvd, Tankee nelwork,
R. S. Howard Free, Natl' Radio Committee,
R. S. Howard

asn. Prof. Edw. Bennett, University of Wis

Asm.

Frot. Edw. Bennett, University of Wiles

Frot. Edw. Bennett, University of Wiles

Edward A. Allen, WILVA, Lynchburg, Va.

Balph R. Brunton, LIDS, San Francisco,

Wilst Gedse, WMSC, Detroit,

John H. Gillin, Jr., WOW, Gnaha,

John H. Gillin, Jr., WOW, Gnaha,

John H. Fatt, WGAR, Cleveland,

J. W. Symon, Jr., KFPF, Bookane,

J. W. Symon, Jr., KFPF, Bookane,

J. C. Rapp. KMA, Shenandosh,

J. C. Rapp. KMA, Shenandosh,

William West, WTMV, Dest.

J. C. Rapp. KMA, Shenandosh,

William West, WTMV, Cleveland,

J. J. Rockwell, WTW, Cliccianati,

George W. Smith, WWA, Wincelong,

J. H. Ryan, WSDD, Toledo,

J. W. Sitason, KvOO, Tules,

J. W. J. W

Ralph Mateson, WHDH, Boston,
Rair McCullough, Mason Dixle network,
Rarold Meyer WSUN, St. Petersburg,
Richard O'Des, WNEW, New York city,
Rugene Pack, KSL, Salt. Lake City.

'HORACE NIMBLE" MAXWELL HOUSE

SHOW BOAT

WEAF, Thurs., 9-10 P.M. EST Management: LEO MORRISON Radio Rep.: FRED B. NORMAN

OPENING IN OCTOBER the New Broadway Prod "THE SHOW IS ON" Excl. Mgt. HERMAN BERNIE, 1619 Brondway, New York

BASIL FOMEEN

And His Internationals

NOW Hotel Pierre

NEW YORK Mgt.: Paul C. Wimbish 1619 Broadway, New York

DICK BALLOU

And His Orchestra

Knox Gelatine

CBS—Tues-Thurs., 11:15-11:30 A.M.—EST

Mgt.: Paul C. Wimbish 1619 Broadway, New York

Charley Boulanger

And His Orchestra Coffee Dans - New York CBS

MRL: PAUL C. WIMBISH 1818 BROADWAY, NEW YORK



Inside Stuff—Radio

Identity of each station participating in program slated for rebroadcasting must be submitted to the Federal Communications Commission in
accordance with revised version of rule book approved last week.
Rewriting rules 177 and 177.1 but without making any major changes,
commish stipulated that henceforth the licensee of any regular or international transmitter must notify the commish of the call letters of each
station rebroadcast, in addition to obtaining the express consent of each

station rebroadcast, in addition to obtaining the express consent of each originating transmitter.

Only other significant alteration deleted paragraph which prohibited U.S. stations from airing the programs of foreign stations without obtaining F. C. C. approval. This clause is omitted from the new version of rule 177.

NBC last week straightened out the feud between the Earle Anthony stations, KFI and KECA, Los Angeles, and the Democratic National Committee, with the result that the former outlet carried President Roosevelt's speech from Pittsburgh. Network had its political contacteers busy eyer since the committee, in reprisal for what happened three weeks previous, ordered the Anthony outlets eliminated from all Democratic campaign

auxs. In inquiring why KFI refused to carry the President's fireside talk of three weeks ago NBC found out that the station had acted on the advice of

Municipal Court Justice Nathan Sweedler of Brooklyn last week filed the complaint of his suit on the 'Good Will Program'. Asking \$250,000 in damages; the judge claims that the title is being used without authoriza-

tion from him.

Among those named as defendants are Chase & Sanborn Coffee, J. Walter Thompson, WMCA, New York, Mutual, NBC, WOR, Newark, Macfadden Publications and A. L. Alexander. Justice Sweedler avers that Piotr to September, 1890, he conducted a 'Good Will Court' idea in Brooklyn and what he objects to is the commercialization of this community service.

Reopening of cases involving sale of five Texas and Oklahoma stations of William Randolph Hearst and others was blocked when majority, or modeast division members of Federal Communications Commission stood at on decision to approve the transfers without public hearing.

broadcast division members of Federal Communications Commission stool pat on decision to approve the transfers without public hearing. With contracts in the case still withheld from public inspection, two members declined to be swayed by protests of third commissioner who argued that such an important transaction ought not be rubber-stamped until the F. C. C. has the benefit of all information about valuations, purchase prices, identity of individuals concerned, and plans for future operations.

State Senator James A. Noe of Monroe, La., says he is ready to put up \$18,000 for construction of a new radio station in his city. Dr. S. P. Cerniglia, Monroe dentist, has appealed for a construction permit to build a 100-watt, 1,500-kilocycle station, daytime operation only. Noe, former lieutenant-governor, who served as Governor of Louisiana for several months following the death of O. K. Allen, said he would take a mortgage on the station as security for backing Dr. Cerniglia, but that he would have 'absolutely no control whatever' over the operation.

WFBR, Baltimore, has made a reciprocal tie-up with county weekly newspapers of four outlying towns, Westminster, Cambridge, Havre de Grace and Centerville, all in Md. by which sheets furnish news items from

localities for a daily five-minute newscast and WFBR gets a quarter page in each issue of the papers.

in each issue of the papers.

Station plugs each ager aside from crediting each as news source.

WFBR idea is to strengthen hold on listening public living in the rural communities by creating and will of the hinterlanders in offering 'en the direct attention radio has seldom given the crossroads and hamlets. Newscasts contain just the sort of chatter, stuffed with personalities and their small doings, that county weeklies carry in their columns.

Films, once a baby art, which has outgrown its infancy, has already seen former kid players maturing into mature prominence. But radio is still too young to have any traditions. However, Little Mary Small is dropping the diminutive now that she's attending a fashionable prep school, Wharton's, in N. Y., and is in her 15th year, thus making her the first of the mike kidlets to decide and grow up for professional as well as private purposes.

Another sponsor bit the dust last week as Federal Trade Commish share-nooters brought down Mills Sales Co., New York, merchandising various

Should strictly the Court of th

Grant-in-aid fellowship has been awarded Arthur S. Garbett, educational director of the NBC western division, by the Humanities Division of the Rockefeller-Foundation to enable him to protect his new simplified system of teaching musical composition to children and adults. His method is already being tried experimentally in both the Oakland and San Francisco public schools.

Reported in Chicago that John Clark is negotiating with Robert Barrett, radio buyer for Blackett-Sample-Hummert, to join the Trans-American firm. Understood that Barrett is wanted to handle station relations for Trans-American system.

Barrett refused to affirm this report and denied he was even considering

Barrett refused to affin leaving the B-S-H firm.

Robert Orr, Lennan & Mitchell v.p., says that Burt McMurbrie remains as head of the agency's radio department and that Carlos DeAngelo has come in as a member of the production staff. McMurtrie has been with Paul Whiteman in Fort Worth, producing the Sunday night show for

Chief reason for recent powwow in Philadelphia of Atlantic Refining's football spilers was to inspect sponsor's refineries rather than get broad-casting pointers according to N. W. Ayer. Figured if the boys did a look-see of gas production, they'd put more 'sincerity' into commercials. Transportation both ways and all expenses for two days.

WWJ, Detroit, has been scoring some nifty on-the-scene broadcasts with

Note that.

With Bill Mishler handling, airings have been made in the past week from a train wreck in Ann Arbor, a big explosion in Flint and special broadcast from home of kidnaped Buddy Browe.

Squawks from KYA when it was discovered that the station had not been signed for any of the Associated Oil Company's play-by-play reports of Saturday grid tussles in the San Francisco buy area are believed to be responsible for the shift of half the games previously assigned to KSFO to the Hearst transmitter.

Exclusive broadcast of annual Philadelphia food fair at Commercial Museum has been grabbed again by WFIL. Station will build studio at fair, also repeating short wave etherings from various booths and p.a.'s of headliners from air shows sponsored by food firms.

Network Chart

NBC NEW PROGRAMS

Modern Magazines: 'Modern Ro-mances' dramas, Wednesdays, 2 to 2:30 p.m., starting Oct. 7; for 13 weeks. Via WJZ, WBZ-A, KDKA, WTAM, WMAQ.

Household Finance: Holmes, Thursdays, 11:15 to 11:45 p.m., starting Oct 1; for 52 weeks. Via WEAF, KYW, WLW, WMAQ.

NBC RENEWALS

American Can: 'Ben Bernie and All the Lads,' starting Oct. 27; for 13 weeks. Basic Blue, WEBR, WLW, SE, SC, SW, NW, KTAR, KFSD (Mt. Red and Basic Pacific Red through Dec. 29 only). (Mt. Blue and Basic Pacific Blue starts Jan. 1; 1937.)

CBS NEW PROGRAMS

CBS NEW PROGRAMS

National Lee Advertising: 'Homemaker's Exchange,' Tuesdays and
Thursdays, 11:35 to noon, starting
Oct. 27; for 26 weeks. Via 38 stations
in Boston, Chicago, Detroit, Louisville, New York, Omaha-Lincoln,
Philadelphia, Pitsburgh, St. Louis,
Syracuse, Washington, Atlanta, Birmingham, Charlotte, Dallas, Denver,
Ft. Wayne, Knoxville, Minneapolis,
New Orleans, Oklahoma City, Salt
Lake City, San Antonio, Savannah,
Shreveport, Topeka, and Pacific
Coast.

Pentiac: News Through a Woman's Eyes with Kathryn Cra-vens, Mondays, Wednesd ys, Fri days, 2 to 2:15 p. m., starting Oct. 12. Via 57 stations with rebroadcast to the west.

Note: New programs for more than 13 weeks are generally cancellable in cycles of 13 weeks on 30 days' notice.

KVOD's Newspaper Tie-Up

Denver, Oct. 6.
KVOD has signed for United Press
service, and is broadcasting news
six times daily and three times Sundays.

Sindays.

Station has also made a tieup with the Denver News whereby the News prints KVOD programs, and the News takes a 15-minute period six nights a week direct, from the paper's editorial rooms.

667%_{* *}

How's This For a Batting Average? TWO OUT OF THE THREE SELECTED TO BROADCAST THE WORLD SERIES OVER THE COLUMBIA **BROADCASTING SYSTEM ARE FROM**

> WCAU PHILADELPHIA

RADIO SHOWMANSHIP

Stunts, Novelties, Tie-Ups

Outstanding Stunts:

CUPID'S COURT KRNT, DES MOINES

'Cupid's Court'

'Cupid's Court'
Same day idee was Eveloped by
Dave Nowinson and Ranny Daly of
the Iowa network's program department, the 'Cupid's Court' program
was sold to Maher's Seven-Up to
plug the beverage in a Sunday 30minute ride over KENY and Sunday 30minute ride over KENY and Sunday
50minute ride over Sunday
50minute ride over Sunday
60minute ride ove

marriage.
Listeners sending in three best questions weekly win case of sponsor's product. Each couple on show gets a household gift.

Toll Ends—Alabama Celebrates Birmingham, Ala, Nine Alabama stations joined to together in the largest hookup in the history of the state. Handled the ceremonies involved in freeing 15 toll bridges in various sections of the state. Stations picking up the broad-





THE 20TH WEEK BENNY

6 P.M., EST

FEEN-A-MINT

MUTUAL BROADCASTING SYSTEM

П П Э

MUSICAL DIRECTOR ROXY THEATRE, N. Y.

47

Comedy Script and Gag Writer

casts from Montgomery and the bridge across the Coosa river be-tween Birmingham and Atlants, Sta-tions WBRC, WAPI, WSGN, Bir-mingham; WALA, Mobile; WSFA, Montgomery; WHBB, Selma; WJBY, Gadsden; WAGF, Dothan; and WMSD, Sheffield, participated.

Showmanship Flasco Kansas

WHB moved its man-on-the-street broadcast to the Mury And Monday the man and the street was a street and the street entrance. Festival entrance is on 13th street. With several thousand people in the building, the two WHB an-nouncers spent their 15 minutes of air time interviewing (1) a doorman, (2) a cop. (3) each other,

Main Street Straw Poil
Lansing, Mich.
WJIM is making a combo out of
its inquiring mike turn and a poiliteal poil. Using a shortwave transmitter state on a set up a mike the
public discourse on its preferences
among office seekers.

WMC Makes it an Occasi

wat Makes it an Occasion.

Watch has sharted when phis.

Watch has sharted using its new transmitting equipment with a first per of a first p

Pepsodent's \$34,000 Give

Pepsodent's \$34,000 Give Chicago. Pepsodent will offer prizes totaling \$34,000 in a contest on the Amos in Andy program to name Amos and Ruby's beby. The contest starts Oct. 20 and ends Nov. 15.

"The contest starts of the contest starts of the Amos in Andy program to name Amos and Ruby's beby. The contest starts of the contest starts of the contest starts of the contest of the

WTAM's Safety Drive Cleveland.
WTAM sold Spang Baking Co, an additional Saturday series of programs to be known as 'Spang Safety Club.' Tommy Briggs, duc-voiced actor who does a patter act with Betty, mythical child, for this sponsor, will be on the new series. Capt. Plan is to hook the will sponsor, will be a seried of the process of

Free Grid Dope San Francisco. Free Grid Dope
San Francisco.
Special chart listing all major grid
games of the season, with teams
strength rating in the opinion of
tootball experts, and spores of last
year's contests, is being offered KPO
dialers by Moore's clothing stores in
connection with a new Saturday,
night
program, Tootball Score
Charts are obtainable without
charge at the stores. Program, presented by Larry Keating, gives final
scores of all important college games
played that afternoon.

Billies on Parade' Memphis.
Radio with a circus stouch was given Memphis when WHBQ went parading for its 'Saturday Night Barn Dance' broadcast from its new auditorium studio, Radio Playhouse. Bob. Alburty loaded 50 'hillbillies' onfo-a sound truck, heavily emblaconed with signs in witing the publication of the studies o

'Ask Your Grandmother

'Ask Your Grandmother'
Nashville.
H. Cohen, one of the oldest furniture houses in Nashville, with its slogan, 'Ask, your grandmother where she bought her furniture,' is using a serie called Songs of Setstryear as the control of the

Sports Reports

RADIO

(Continued from page 36)

Israel's in spots, but in other places he got off on a wild tangent. Maybe he intended humor. If so, it didn't got he intended humor. If so, it didn't got he was described as going into a land paved with gold. His dubbing of Alabama team as 'red elephants' and 'red soldiers' seemed to indicate a lack of knowledge of Just what was happening on the felds stuck a little more color into the stanza.

Sam Benton handled the commercials, which were far shorter and snappler than the Zenith competish middle of the company of the color of the work of the w

CINCINNATI VS. BUTLER With Olin Davis, Harry Hartman MICHAEL IBOLD, INC.

With Oils Davis, Burtler With Oils Davis, Barry Harman MICHAEL BOOLD, INC.

WCFO, Clacinnasti

Olin Davis, miker of the U.C. home battles this year, is superintendent of public schools in Dayton, Ky., opposite Cincy. With a tone and Davis denies of the work of the U.C. home battles this year, is superintendent of public schools in Dayton, Ky., opposite Cincy. With a tone and Davis denies of the U.C. home battless this year, is superintendent of public schools and the battle of the battle of the battle of the battle of the steam up. It's just a peaceful session with the audience.

While this type of description might spare the listener many a headache, it does have the fault of need to be used to be a superintendent of the battle of th

TEMPLE vs. MISSISSIPPI With Dolly Stark, Les Qualey, Sandy

YEMPLE vs. MISSISSIPPI
With Dolly Stark, Les Qualey, Sandy
Guyer
APLANTIC REFINING
Friday, 8:45 p.m. EST.
WIT, Philadelphia
Dolly Stark, former baseball umpire who entered radio last summer
as play-by-play spieler of diamond
tilts, has been drafted again by
Ayer, this time as grid reporter. Aper
For again, Has obviously spent his
autumns following pigskin, doings
after baseball wars were over.
No matter what's happening on
field Stark keeps his wits in his
autumns following pigskin, doings
after baseball wars were over.
No matter what's happening on
field Stark keeps his wits in his
and the service of the service of the service
homester over the service of the service
and what is not a reactly has to
correct himself. Nor does he indulge in over-description, but lets
enough; "
Frime fault in broadcasts of Temple games is lack of crowd noises
mixed in with descriptions. Apparently broadcasting is, done from encapture of the service of the service of the service of the
highest of the service of the service of the
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much of color and atmosphere non-broadcast.

Commercials are confined to lengthy one (about minute) at open-ing, 40 seconds at quarter, one each of 35 seconds and 70 seconds at half, 30 seconds at third quarter and short one at close. All in good taster.

Nice touch at this broadcast was superamed of the wirely former of the color of the color of the third of the color of the color of the interest and authority to program.

Hobe.

FENN vs. LAFAYETTE
With Paul Douglas, Les Qualey, Wilmer Growell, Taylor Grant
ATLANTIC REFINING
Saturday, 1:45 n.m. EST
WGAU, Philadelphis.
As a production job, this initial
broadcast of Atlantic Refining's
sponsorship of Penn football games
was anything but a trumph. That
was anything but a trumph. That
came through the loudspeaker
was anything but a trumph. That
hard in the several seasons.
To handle this assignment, Atlantic Refining had Paul Douglas for
main play-by-play descriptions. Wilmer Growel, former college players
tic Refining had Paul Douglas for
main play-by-play descriptions. Wilmer Growel, former college player
tic Refining had Paul Douglas for
main play-by-play descriptions. Wilmer Growel, former college player
of signals was set up between Crowell and officials whereby listeners
were informed of rulings on the field
had been up to this deportment, dialers could have followed the game

New Business

ROSTON

R. H. White Co., Boston (Department Store); 728 30-word announcements, two daily including Sundays aways and the control of th

CINCINNATI

Bunte Bros., candies, spot announcements, thrice weekly, 52 weeks. Fred A. Robbins, Chicago. WCKY.

WARC. Schuster Electric Co., local, 100 50-word announcements, four daily. WKRC.

50-word announcements, tour daily. WKRC.

Maryland Pharmaceutical Co. (Rem), 50-word announcements, seepen Katz. WKRC.

Schoenling Brewing Co., local, 70day's Winners, daily except Sunday, one hour, 28 weeks. WCPO.

Rudolph Wurlitzer Co., local, 30-meval for 26 weeks. WCPO.

Rogers Jewetry Co., local, 400 spot announcements. WCPO.

Model Shoe Stores, professional toobtail same. Sunday afternoons, 10-billy and 10-billy

HOLLYWOOD

HOLLYWOOD

Hollywood Steel Trailer Co., six 13-minute news broadcasts 26 times. Through Royal-Agency, KMPC.

Los Angeles Dept. of Water & Power, spot announcements five Dan B. Miner, KMPC.

Purpubit (Clothing, spot announcements, six times weekly, Through John Austin-Driscoll, KMPC.

Bozzani Motora, Ltd., spot announcements, six times weekly, Through John Austin-Driscoll, KMPC.

Kik, Inc., soft drinks, five spot announcements weekly, five months. C. Federick Bell, Inc., Agency WIP. Production of the second second with the second sec

more intelligently than those in the

more intelligently than those in the stands.

Where broadcast flopped was in Douglas' handling of descriptions. His pre-game color and build-up ing hostilities he was immediately over his head. Indulged in frequent guesses (which often missed), became excited and forgot to cover the play while gurgling adjectives. Numerous glaring examples of lack of missods a touchback for a safety, and that boner never was corrected, putting the listeners two points ahead of this actual score.

All of which is too bad, as Douglas has a pleasant voice which doesn't have a pleasant voice which doesn't court sliding into mere hodge-podge. Crowell's interpretive comment was concise and clear. Only flaw was his apparent diffidence before the mike. Incidental sounds were neatly picked up, and the commercials have totalled more than two and a half minutes for the three-hour sketch.

spot announcements, 11 days. Direct.

spot announcements, 11 days. Direct.
WIP:s. & Sanborn (Cood Will.
Court) one hour weekly, 52 weeks.
Through WMCA. WIP.
General Mills, Inc., (Wheatles),
four five-minute sport resumes immediately preceding football games
Oct. 31, Nov. 14, Nov. 23, Nov. 26,
Through Simons-Michelson Co. WIP.
Perma. Real Estate.
Sam the Tailor, three spot announcements weekly, 28 weeks,
Through Gallagher & Muir, WIP.

HARTFORD

Scott Furriers, 52 half-hour programs every. Sunday. "Guess Who' contest. Through Hammer Agency, WDRC.

WDRC. Anough riammer Agency, Hygrade Oil Company, 26 50-word announcement Defore March of announcement Defore March of the Agency, WDRC. Imperial Dyc Works, Hartford, Conn., 26 15-minute programs, Billie the Bachelor Tuesdays and Thursdays. Placed by Randall Agency, W. Towin Co.





HENRY BUSSE And His Orchestra

CHEZ PAREE

CHICAGO —INDEFINITELY—

MAR-O-OIL

3-3:30 P.M. EST Management: M.C.A.

RAY

Paris-Oct. 18-25 New York-Nov. 3

SWIFT & CO. (Sunbrite) (Starts Oct. 12) 5-M-W-F-WABC

NETWORK SPONSORS

WEEK OF OCT, 7-13

(ALL TIME EST)

Commercial programs are listed alphabetically under the advertiser's corporate name. Asterisk indicates advertising agency handling program.

Where sponsor has more than one network program they are

Where spurson has not the way of the listed consecutively.

All time is P. M. unless otherwise noted:
Abbreviations: SU (Sunday); M (Monday); TU (Tuesday); W (Wednesday); TH (Thursday); F (Friday); S (Saturday).

NATIONAL

Blue-WJZ Red-WEAF

Helen Jepsen
Honey Dean
Sam Hearn
'Molasses 'n' Jan'y
Pat Padgett
Pick Malone
Ross Graham
Al Goodmen Oro
'Benton & Bowiss
(Jell O)

(Jell-O)
7-Su-WEAF
Jack Benny
Mary Livingston
Kenny Baker
Don Wilson
Bhli Harris Oro
Young & Ruble

ACME 5:30-Sn-WEAF Home Harmonie Smiling Ed McCo

Glenn er Clerk Oro Irma Gic. Palmer Clerk H. H. McDonald AMERICAN SAN 9-Tu-W4Z

Ben Bernie & Lade Gertrude Berg Fuller-Smith-Ross AMERICAN HOME PRODUCT

(Anacin)
Thes.-Wed.-Thur,
WJZ-7 P.M. Easy Aces Gobdman Ace Jane Ace Mary Hunter

Froung & Rublesm
GENERAL MILLS
6:80-Mon to FriSack Armstrong,
All-American Boy
Inch. Macche
Iohn Macche
John Maltanus
James Gose
Gilbert Douglae
*Binchett-S.-H. AMER. TOBACCO
16 p.m.-W-WRAF
Herry Sosnik Oro
Edith Dick
Buddy Clerk
Songamiths 4
*Lord & Thomas Gilbert Douglas

Binchett-Seinchett-

AMER, RADIATOR
7:30-Bus. WEAF
Fireside Rectain
Sigurd Nilesen
Willie Morris
Frank St. Leger
Blaker Advt.

BABBITT CO.

11 i.m.-Non. to
Fri-WJZ

David Harum
Wilmer Walter
Feggy Alienby
Paul Stewart
John MacBryde
*Blackett

7:15-3f-W-F-W-Z-Litterary Dig on I Poll' Dig on I Poll' John B. Kennedy 'Kudner, Inc. HOUSERULD FINANCE S:30-TS-WJZ Edgar A. Guest Bernardine Fivn Sidney Elistrom GUILD Force Child Force Child Force Child Force (Mailed Milk) M to F-7:30-WJZ Lum & Abner BOWEY'S Su-1:30-Thurs-5 p.m.-WEAF While the City Sleepe' Finney Briggs Forest Lewis Vivian Fridell Jess Pugh Jess Pugh
Clare Baum
Charles Egglestor
Csell Roy
Marie Nelson
Pauline Hopkins
Jamee Goss Lum & Abner Chester Lauck Norris Goff. *Lord & Thomas

Comer BRISTOL-MYEI (Sai Hepatica) 9-W-WKAF (Ipana) Fred Allen Portland Hoffa

Nortis Goff.
Lord & Thomas
HUDSON COAL
Beneath the SurLand: 3 & White
Col Jir. Measy
Land: 4 & White
Col Jir. Measy
Land: 5 & White
Off. 10 & Measy
Land: 6 & White
Desire William
JOENSON & 600
(Floor Wan)
S p.m.-Mon-WEAF
Fibber, McGee &
Verion A J Jordan
Charles Layeer
Needbam. L & B.
KSO-Bally, Ex. SaKSO-Bally, Ex. Sa-CAMPANA
10 p.m. Fyl-WEAF
First Nighter'
Don Ameche
Barbara Luddy
'Aubrey, M. & W.
CAENATION MILE
10-M-WEAF

Lullaby Lady
Maud Muller
M L Essiman
Ruth Lyon
"Brwin, Wasey OITIES SERVICE S-F-WEAF Jessita Dragonette Romrio Bourdon Or

Rosario Buu... Revelere *Lord & Thomas FORD -Frl-9:00-WJZ

RELLOGG
4:30-Dally Ex. Sa.
53-Dally Ex. Sa.
53-Vally Ex.
54-Vally Ex. Fred Waring's
Pennsylvanians
*N. W. Ayer
FIRESTONE
8:30-M-WEAF Jimmy Dorsey LADY ESTHER
8:30-Tu-W-WEAF
Wayne King Oro
Stack-Globe

Margaret Speaks
Margaret Speaks
Wm Daly's Orc
Vocal Ensumble
*Sweeny-James
FITCH
7:45-Su-WEAF

Morin Sisters Ranch Boys *L. W. Ramsey

ELW. Ramsey GENERAL FOODS (Calumet) (Salumet) We the Foods Philling Foods Falling Foods Fo

Bambi' Helen Hayes James Melghan Wilmer Walter Vera

Wilmer Walter Vera Adams Laurz Bhwman Mark Warnow Ord Young & Rubicam

Wife Saver Allen Prescott 7:15 M-W-F-WEAF 'Uncle Ezra,' Radio Station EZRA' Pat Barreir Carleton Guy Nora Cunneen *Wada

MODERN FOODS 4:20-Tu-WJZ 'Dog Heroes' Harry Swan *Clements nents MOLLR

MOLLE
9 p.m.-Tu-WEAE
Volce of the People
Parks Johnson
Wallace Butterworth
*Stalk-Goble

worth

Stalk-Goble

MORELL'S

4 p.m.-Thur-WEAF

Tea Time'
Gale Page
Chas. Seers
Gallicchia's Orc

*Henri, H. & McD.

Gallicchia's Orc "Henri, H. & McD.

J. W. MORROW

J. W. MORROW

4. Wed-WEAF

Henry Busse Orc "Baggeley, H. & H.

NAT'I. HINGUIT

10:30: FIT-WJZ

"Rosemarle Bräncate

Joseph Bonine Orc "McCine-Telling Claim"

Par Sonp)

2:30: 50: WKAF

Thatcher Colt Myetery Soried

Stack-Gobbe

FACKARD

*Stack-Goble
PACKARD
9:30-Tu-WEAF
Fred Astaire
Johnny Green Ord
Chas. Butterworth
Trudy Woods
Frank Sullivan
*Young & Rubicam

PACIFIC BOHAE 8:30-Frl-WJZ 6:30-Eri-wow
Death Vall'y Days
Edwin W. Whilney
Lohesome Cowboy
Jean King
John MacBryde
Jeff Bryant
McCann-Brick

PEPSODENT 1-Daily Ex Sat 8 WEAF

WEAF
Amos 'n' Andy
Freeman Gosdon
Charles Corrall
Lord & Thomas
FHILIP MORRIS
3-TH-WEAF
Phil Duey
Loretta Clemens
3 Sweethearts
i.eo Rejaman's Ore
Eton Boys
Charles Martin
Blow
PHLISHURY

PILLSBURY PILLSBURK
Todav's Childrer
10:45-Dally-WE
trins Phillips
Waiter Wicker
Bess Johnson
Ireene Wicker
Lucy Gillman
Fred Von Amon
Jean McGregor
FOND'S
Cold Cream)

11:15 a.m. Dally Except Not & Sun WJZ WJZ

'Home Sweet Home'
S. G. Smith
Harriett McGlibbon
Ritly Halop
'Blackman

Mon to Evi-10:30WY2
Fepper Young'
(Turtis Arnall
Retty- Wragge
Marion Barney
Lack Roccleigh
'Pedlar & Rivan
(Tvory Soap)
11:45 am. Dally
accept Ford. Sun
(Cospe) Singer'

Gospel Singer'
Edward MacHugh
*Blackman
*Blackman
9:48-Mon-Th-FriWJZ
Capt. Tim Healy
*Blackman
*Blackman
*Bluaker OATS CO.
Kaltenmeyer's Kluderentier'

QUAKER OATS CO.

Kaltenneyer's Kludergarten'
5:30-Sat. WEAF
Bruce Kamman
Marlon Jordon
Jim Jordon
Jim Jordon
Johnny Word
Thore Erleson
Marlon Jordon
Horry Kogen Orc
Lord & Thomas
(Ry Kripn)
5-5:30-Son-WEAF
Marlon Telley

Marion Telley Josef Koestner's Or

Marion Tejjey
Josef Koestner'e Or
'Gardner
RADIO GUIDE
10-Fri-WJZ
Shep Fleids Orc
Jessica Dregonetie
Stoopnagle & Budd
Dana Doran
Ben Grauer
Fred Uttel

B. C. A.
2 p.m.-Sun-WJZ
Maglo Key of RCA
John McCormack
Erna Sack
Eduardo Donato
Milton Cross
John B. Kennedy
Frank Black, Conductor

Aystery Cher
MicCann-Erickson
SHEFTIELD
G45-M-Th--WEAE
Billy and Betty
Jimmy McGallion,
Fiorence Sterling
Wiffred Lytell
Audrey Egan
**N. W. Ayer
SHELL
(Petroleum)
9:30-5a-WEAE
Smith Ballow
Edward E. Horton
Gertrude Niesen

Gertrude Niesen Stuart Erwin Tudor Williams Peggy Stanton Jack Gardiner Victor Young Ore *J. Walt. Thompse

AMERICAN TOBACCO CO. TOBACCO CO.
(Lucky Strike Cigs)
10-Sa-WABO
TOUT HI Parade
and Sweepstakes
Bob Haring's Ore
Buddy Clark
Both Raing's Ore
Buddy Clark
Songamiths
4 *Lord & Thomas
ATLANTIC
REFINING
7:15-Ta-Th-SaWABC

7:15-Te-Th-Se-WABC Sportcest, Ted Hus-ing N. W. Ayer BENEFICIAL MANAGE COHP. (Personal loans) 5-5u-WABC Tour Unseen Friend' Kour Unseen
Friend M. H. H. Joschim
Harry Saiter's Orc
Frank-Law
CAMPBELL
(Soup)
- WABO

Violoty to unit unit of the control ZU,000 Years IN Sing Warden Lawee Cecil-W-C.

Warden Lawe

'Cocil-N-C.

'Cocil-N-C.

'Cocil-N-C.

'Cocil-N-C.

'Good Will Court'

\(\hat{\char{N}} \). Alexander.

Cond. Gelatins

\(\hat{\char{N}} \) Gelatins

Barton Yerboroush
Bernice Bervin
Bernice Bervin
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Lanny Ross
*Roche-Willa SUN 011. 6:45-Dally Except 5a-Su-WJZ Lowell Thomas *Rocne-Williams

TASTYEAST
12-88-WJZ
Pascant of Yould
Pinky Mitchell
Johnny Johnson Ore
Clemente
WANDER CO.

WANDER CO. (Ovaline)
6:45-bally-WJZ
Little Orphan A: Henrierta Tedro-Jack Mather Art Van Slyke
Forrest Lewis
Vic Smith.
Bugene McGillen
*Ciecli, W A C.
WASEN

ougene McGillen
**MacKet
**Cacil. W & C.
WASEV
11-45 a.m.-MeW.F.
Tu-Ti-7:16 n.m.
Voice of Experisnce
**Wree
Si3-F-1-40-MonSi3-F-1-40-Mon**Harry Franke
**Harry Franke
**Wree
*

COLUMBIA

AFFILIATED PROD. (Edna Waliace Hopper Cosmetles) 12:30-M-F-WABC Romance of Hele 12: 30-M-F-WARC
Romance of Helen
Trent'
Virginia Clark
Marie Nelson
David Gothard
Coutour
Locality
Locality
Locality
Rich-M to F-WARC
Rich Man's Darling
Peggy Allenby
Ed Jerome
Ona Munson
Elacket

8-Th-WABC Kale Smith's Ben Wagon Jack Miller's Oro Ted Collins

Ted Coilins
Ted Coilins
Kathryn Van Horn
Parls & Peart
AMERICAN
HOME PRODUCT (Blandel) 8-F-WABO B way Varieties Oscar Shaw Carmels Ponselle Elizabeth Lennoz Victor Arden's Ore

Victor Arden's Ore
(Kolynos)

\$ p.m.-Ta-WABC
Bammersteln
Music Hell
Ted Hammersteln
Lucy Laughlin
Jerry Mann
*Blackelt

Wendeli Hall Billy Jones Ernie Hare *Ruthrauff & Ryan Joily Gillette Joily Gillette
GOOD NEIGHBOR
LEAGUE ET AL
(Political groups)
10:30-M-Tu-W-FWABC

Rooseveit Progress

Loomis & Hell
TOLL;
TOLL

HECKENH 1-0
(Force)
(F

Ouality Twins
Ed East
Raiph Dumke

Raiph Dumke Gene Ramey Dick Ballou's Oro *Federai LABY .RSTHEM 10-M-WABC Wawne King's Orc *Strek-Goble

J. W. Thompson
PHHLCO
1:45 dativex SaSn-WABC
Roake Carter
Hutchine
PHTTSRUEGH
PLATE GLASS CO.
2-Sn-WABC
Th Mulc You
Love
Pittshure

Love Pittsburgh Symphony Orc.
Frederick Jagel Anionio Modereill, Conductor B. B. D. & O.

B. B. D. & O.
R. J. REYNOLDS
TOB. CO. 16. J. HEVYOLJIB

16. J. HEVYOLJIB

17. J. HEVYOLJIB

17. J. HEVAND

CAMBI CARAVAN

RUDERT HURHER

REG GOOMMIN'S BE

FRANK FORTES

GEOFFILE STOIL OFO

*WM. C. Esty Co.

REPUR. NATL

7. TO MNITTEE

7. TO MNITTEE

TO MILLIAN

LOT & Thomas

BOYAL

*Lord & Thomas
BOYAL
TYPEWRITER
d:30-Th-fa-wARG
'Footbell Roundup'
Eddle Dooley
*Hann-Metzger
SEARS, ROEHUCK
10-Th-WARG
'Sears — Then and
Now' 10-Th-WABC

Sears — Then and

Now'

The Great Waltz'

Marion Claire

John Boles

Cariton Kelsey's Or

Bill-Robson, Producer

ducer Bers Johnson: Dir. *Stack-Goble

Sinch-Goble
LEEN SWIN
LEEN *Stack-Goble
*TEWARTWARNER
(Alemile;
Lysbell, Bugnes
Bystell, Bugnes
Bystell, Bugnes
Bystell, Bugnes
Bystell, Bugnes
Borne
Horace Heldt Orc
Bernie Mattison
King Sieters
Radio Rambiers
Jerry Bowne
(Charles Goodman
Dorothy Russell

Tony 'Oswald' La-bridia brida
Sansatras en la constanta de la constant

Junior Nurse C Lucy Glilman Sunda Love Helena Ray Donald Wecke Donald Wecke Fran Carlon Parker Wilson Jack Brinkly Robert Romeine Jess Pugh William Amsdell Stock

Jess Pug Amsdell
Jess Pug Amsdell
Stack-Goble
TEXAS CO.
8:38-Su-WARC
TEXAS CF Pic Chief
Eddie Canfor
Harry Binsteln
Bobby Breen
Bobby Breen
Jacques Renard's Or
Hanff-Metzger
U. S. Tolls Al(CO.
(D)lif's Bent)
8:38-M-WAIRO
Pilek & Pat

*Arthur Kudner VICK CHEM. CO. 8-Su-WABC 'Vick's Open House' Nelson Eddy

ARMIN VARADY Perry Como Elmo Tanner C'iry Woshburne Red Ingle Pierre Andre Ted. Weems Oro *Sedlers

CONTINENTAL

Rita Johnson
Addle Ronson
Ned Wever
Dwight WeistFrank Readich
Bill Pringe
Effect Hopp
Ef

CRAZY WATER HOTEL CO. 1-1:15 p.m.-W-W-F-WOR

Music from Texas' Jack Amiung Orc Mary Hagman, *Luckey Bowman

CROWN OVERAL 7.45 bim-Thu-Pleoward V alie Frolinc Charles Seel Dan Carbon Charles Seel Dan Carbon Charles Wayne Devoce Sie William Greens William Greens Che Luga Ore "He W. Kastor CHISHADERA

CRUSADERS Tu-7:45.WOR The Crusaders Fred G. Clark

Francia White J: Pasternack's Ore Alvino Rey *Hays MacFarland

2: Pasternack's Ore Morse Morse WARD BARING 6:16-70-7h-5s-WABC News J Youth Laddle Samnan lackle Kamnan lackle Korn Later Jay Joyce Walsh Hanley Stafford Himan Brown, Dir-'Fielcher & Ellis WWEATENA CORP WHEATENA CORP. 7:15-M-W-F-WARD

7:15-M-W-F-WAIM
Popeye, the Sellor
Ployd Thomas
Buckley
Olive La Moy
Charles Lawrence
Jimmy Donnelly
Brile Watson, arranger
Victor Astor Erwin's Oro
Kelvin Keech, Announcer

Robrebaugh & Glbson Glbson WILDEROFT CO. 7:30-Th-WABC Vee Lawnhurst Paul Douglas Charloteers 4 *B. B. D. & O.

10-Thur-2:15-8a-

MUTUAL

Wallaco GENERAL MILLS

12:45 p.m.-M-ta-F Eld Sis

WGN

Rid Sis

Betty Jeffries

Billy Trock

Grace Lockwood

Ray J. Largay

Phylise Duganne

B.S.-Hummert

GORIFON

BAKERIES

7:88-M-F-W-WXYZ Lone Ranger

Sebi GRUEN S-Fri-WOE Time Files' ed on page 46)

SURE FIRE-WITH EITHER BARREL



NBC has two powerful sales guns trained on the country's second greatest market. WENR and WMAQ have the dominant popularity and influence to reach the vast purchasing power of Chicago. Choose either one for a thorough job.

WENR 50,000 WATTS 50,000 WATTS

CHICAGO, ILL.

Completely programmed by NBC

Presbry
LOOSE WILES
9-Sat-WEAF
'Snow Village
Sketches'
Arthur Allen
Parker Fennelly
'Nowell-Emmett MACFADDEN 9:30-F-WEAR

*Stack-Globe LIPTON, INC. 16:30 a.m.-Thurs-WEAF Ralph Kirbery Al & Lee Relsor *Presbry

9:30-F-WEAF

'Court of Human
Relations'
Percy Hemus
Ned Wever
Wilmet Walker
Alice Reinheart
Rita Johnson
Heles Spring
Vera Alien
Fred Felkel, Org
Lucille Weil
Alien Joalyn Lucille Wan Allyn Joslyn Arthur Kudner Manhattan Son 11:30 a.m.-Tues Thur-WEAF

Peck

OR. MILES LAU

(Alks-Seltzer)

9:00-Sa_WWZ

Nat'l Barn Dance
Uncle Exra
Lulu Belle

Maple City 4

Alice Patton

*Blackett-S.-H,
11:30 a.m.-MonWed-Fri-WEAF
'How to Be Charn

47 77 300

RADIO

Wed-Fri-W EGE How to Be Charm-ing' Beatrice DeSylvera *Blackett-S.-H. (Bayer's Aspirin) Espet. Jinke' Capt. Jinke' Ethel Barrymore *Blackett (Bayer's)

(Bayer's) 9:30-Nn-WEAF

Gus Haenschen Ort
Bert Hirsch
(Phillipe Mark)

D.P.-WRAR

Abe Lyman Ore
Berniee Claire
Frank Munn
(Dr. Lyona Tooth
S.-Ru-WEAF

Nanhatlan MerryGo-Round
Pierre Le Krein
Men Ahout Town
Men Ahout Town
Andy Sannella Ore
Blackett
(Phillips, Mark)

(Philling, Mag) 8:30-WJZ-Mon

8:30-W34-Mon Melodiane Abe Lyman Oro Oliver Smilh Bernice Cisire Blackett Or. Lyons Powder 8 p.m.-Wed-WJZ Revue de Paris Funnis Price Victor Arden Orc Blackett

STUDEBAKER 9:39-Mon-WEAF 'Studeb'k'r Chamus' Richard Himber Or

Wasey
WELCH
(Grane Juice)
8-F-WJZ
(rene Rich

*Korto:
WAGARIPEYS
9:78-Su-W-I/
Paul Whiteman
Roy Parey
Ramona
Kine's Men
Duvelle Alexander
Ludy, Annie & Zeke
Rob Lowence
Tixle Dicha
*Lennen & Mitchell
Inc.

WABC

Dan Davies
Sara Hopkins
*Benton & Rowle
CONTINENTAL
BARING BAKING (Wonder Bread) 6:45 Dolly ex. So & Su-WARO 'Renfrew of the

Construction of the constr

11 a.m.-Te-7mThe Huythin Boye George Micedonid Since Switzler Itay Kuiz *Young & Rublen McTok Dero Waring Oran Waring Vers Brokey Ken Brokey Ken Brokey Ken Brokey Lane Princilla Lane Princilla Lane

Trollyword Rules of the Light, Brigade in the Light, Brigade in Li GEN. BAKING 5:30-80-WARC

19:30 a.m.-M 60

Now Malkin

John R. Watkin

Betty Crock of All

Joe Emerson

Fred Jacky, Dir

Botts a.m.-E-Will

Betty Crockerine

Galty Razors and

10:50-WARC

Milton Berle

Milton Berle

WABC
'Modern Cinderella'
Rossmary Dilion
Eddle Dean
isen Clage
10:30 a.m.-M to FWABC
'News'

(Super Suds)
7:20 -M-W-F-WABC
Goose Creek Parson
Josiah Hopkins

Tokyo Mugg Objectively Analyzes Sameness in Songs, Variety in Bands

'What changes, if any, do you see in New York after an absence of eight years?" asked the VARIETY mugg from Tokyo, interviewing the VARIETY mugg from Tokyo, now in

'Mighty few,' he replied. 'There Mighty few, he replied. There are some new buildings for those who like to look out of windows. Amusements seem to have cozed a bit to the northeast. Taxis have lighted doo-hickeys on top. You have to go looking for vaude instead of having it jump up and bite you—but saide from that, most changes have been made in the Orient, as well. Japan has keep pace with the U.S. In lots of ways. The women have the same bloody finger-tips and wear the same clothes. The smart

THE BEST IN MUSIC The next novelty hit of **'Mickey** Mouse's **Birthday** Party"

'Bid | You

Mean It?'

IRVING BERLIN

Witwark

THRU THE COURTESY OF LOVE

You on My Mind

My Kingdom for a Kiss Papa Tree Top Tall Bermuda Buggyride Waltzing with an Angel Hors D'Oeuvre Tia Juana

M. WITMARK & SONS 1250 Sixth Avenue RCA Bidg., N. Y.

SELECT HE HOUSE OF MUSICAL NOVELTIES Moving Away Up in the Hit Class I "SOUTH SEA ISLAND MAGIC" 1 "I'M ONE STEP AHEAD OF MY SHADOW"

Excellent Rhythm Tune!-

For the "Swingers" - A Great

"THE BOSTON TEA PARTY"

ELECT MUSIC PUBLICATIONS IN

shops in Tokyo run to chromium and ornamental bronze just as they do on Fifth avenue. Theatre architec-ture is perhaps a bit farther ad-vanced in Japan than here.

'But Japan hasn't always been paralleling the United States?'

paralleling the United States?"

'Of course not, but America has been more or less marking time since 1929, because of the depression. It Japan there wasn't any, except for a brief period in 1631. That gave the Japanese copytists plenty of time to catch up."

to catch up."

'Are you trying to say that Japan is now on a par with the United States in show business?"

States in show business?"
Not by a city block. Except for a few outstanding exceptions, Japanese shows are slowly-paced and lacking in humor. Few scenes built the way they should. Of course stone I we been back The course are open to the same criticism, but I'm poping there aren't many of them."

I'm hoping there aren't many of them.

"How about pop songs?"
'America gets 'em by radio, Japan gets them from records. That's about the only difference. Recordings made here have a good sale there. Then, almost any big hit in, this country, is translated immediately into Japanese and gets will another into Japanese and gets will another into Japanese and gets will another the same than the world. Annual sales of the full-sized, full-price discs are something like 10,000,000. Incidentally, I've brought back home the four biggest Japanese hits of all time. One of them sold 500,000 only three or four years ago."

What would sheet music sales be on a song like that?"

Tur Japan the publisher would be lucky, to do 50,000. There are few planos. Sheet music, to sell, must monice.

include special notation for the her monica."

'Notice many changes in American radio?'

can radio?
Practically none—and that goes for 11 years, for 1 heard nothing the last time I was home. I app re there have been technical advances but I wouldn't swear I'd noticed them. The principal gain has been in better production of comedy and variety programs. Straight musical and lecture periods remain about the same.

Been listening to the radio much? Every night since the ship was nine days off the West Coast. By the time we hit San Pedro you could have had Did I Remember?" Until have had Did I Remember? Until the Real Thing Comes Along, Tm Not the Kind, 'Bye Bye, Baby,' When Did You Leave Heaven?,' A Star Fell Out of Heaven,' Until To-day!. 'Sing,' Baby, Sing,' and 'The Way You Look Tonight,' all wrapped up in a monogrammed diaper and delivered at your door for a used 3c stamp,'

'Don't you think they're good

tunes?'
Sure they're good tunes, but
everybody connected with radio
music in this country seems to be
content to work with stuff that's
been chewed over so often that
there's no juice left.'

there's no juice left."

What had you expected to find?"
I don't know. I'd figured that, since it is so hard for å band to develop a distinctive style of its own, smart mæstros were using special material which could be identified as peculiarly theirs, the way Eddie Davis, Charlie Wright, Nan Blakstone and Beatrice Lillie do with songs, and the way Riley and Parley did with Music Goes Round.' Seems funny that they don't.' Why?"

funny that they don't.'
"Why?"

Thost bands sound exactly allke and, without some amazingly original soloist such as Goodman, Shaw, Freeman, Spanier, Stuff. Smith or Waller, it's almost impossible for them to sound any other way. Lombardo's colorful saxes, Fio Rito's choppy phrasing, Osborne's massed lunge-irons, Ted Lewis' brass ensembles, the verve of the Hoosier Hot-Shots and Noble's musical under-statement have created band styles which do not depend on soloists, but about the only instrumentation left which would mark any outfat as individual would be six dog-houses and a piccolo.

But maybe I'm wrong about the value of special material as a substitute for a completely individual style. After all, all I know comes off phonograph platters, played 7,500 miles away.

Most Requested

(Reported by Leo Reisman) (Reported by Leo Reisman)
Did I Remember?
Empty Saddles.
On the Trail.
Until Real Thing Comes Along.
Sing, Baby, Sing. A Fine Romance.
Me and the Moon.
Until Today.
When I'm With You.
You're Not the Kind.

(Reported by Mario Braggiotti) Until Real Thing Comes Along, A Fine Romance. You Turned Tables on Me. You Turned Tables on Me.
Sing, Sing, Sing, Sing, Sing, Sing, Sing, Sing,
The Way You Look Tonight.
When Did You Leave Heaven?
Sing Me a Swing Song.
If We Never Meet Again.
Star Fell Out of Heaven.
I'm An Old Cowhand.

(Reported by Benny Goodman, Hotel Pennsylvania, N. Y.) Hotel Pennsylvania, N. Y.)
Until Real Thing Comes Along
When Did You Leave Heaven?
Stompin' at Savoy
In Sentimental Mood
Bye, Bye, Baby
Devil 1 nd Deep Blue Sea Hop House You're Not the Kind I Got Rhythm Body and Soul

(Reported by Don Bestor) Bye, Bye, Baby Star Fell Out of Heaven Me and the Moon When Did You Leave Heaven? Did I Remember? Did I Remembe No Regrets Sing, Sing, Sing Empty Saddles Until Today Fine Romance

ANN RONELL'S SUIT **VS. CLIFF WHITLEY**

Clifford Whitley British musical comedy producer, must come from London to be examined before trial or suffer judgment for \$4,000 in an action brought against him by Ann Ronell, songwriter, for breach of contract. N. Y. Supreme Court Jus-tice Edgar J. Lauer on Thursday (1) signed an order directing Whitley's appearance. Miss Ronell is sister of Sol A. Rosenblatt, former film NRA administrator.

In her complaint, Miss Ronell al-eges that she entered a contract in leges that she entered a contract in Los Angeles to compose songs exclusively for Whitley for eight weeks, beginning April 1, 1935, at a salary of \$500 weekly. She claims the contract was signed on Whitley's behalf by his business agent, Paul England. Before the date to start work, Miss Ronell says Whitley called everything off. The plaintiff now wants to find out from Whitley personally whether England was authorized to act for him.

His attorney opposed the motion on the ground that it was unfair to compel the defendant to make the trip here in view of the fact that he had already denied England was or had been his agent.

Consol. Radio Artists **Opens H'wood Offices**

Hollywood, Oct. 6. Charles E. Green, president of Consolidated Radio Artists, Inc., of

New York, set up offices here this week, with Phil Jacks, formerly of Pittsburgh, in charge. Green came on from Cleveland, where he re-cently opened another branch in ad-dition to those in Chicago and New

York.
Outfit, which took over the National Broadcasting Co. bands' bookings several months ago, handles Faul Whiteman, Russ Morgan, Ferde Grofe, Joe Venuti, Ben Pollack, Barney Rapp, Johnny Hamp, King's Jesters, Jolly Coburn, Harry Reser, Andy Sämella, Fletcher Henderson, Earl Hines and Don Redman.

Chicago, Oct. 6.

Leo Salkin of the local Consolidated Radio Artists office has appointed Jack Russell to head the club booking department.

Russell is an orchestra leader, having been on NBC hook-up this past summer from Vista del Lago.

Music Notes

Red' Nichols begins personal appearances in Washington Oct. 8 for one week, thence to Baltimore, for a real colleges follows, three days at the University of Virginia where he will supply the music for this Fall festival which inaugurates the sport season.

Hudson-De Lange band comes into town Thursday (8) to record eight selections for the American Record Co, Band will return to New Eng-land after waxing session. Freddie Gibson is the new fem vocalist with the unit

Joe Reichman orchestra set for the Mayfair, Cleveland, Oct. 10, with two broadcasts a week over CBS. Reichman band, augmented with a brass section, will remain in Cleve-land for two weeks and thence to the Baker hotel, Dallas, on Nov 1.

Sammy Stept and Ted Kohler have placed 'I'm Mad About You' in Republic's 'The Big Show.' Other tunes, already published, which have been bought for pic are 'The Martins and the Coys.' 'Nobody's Darlin'' and "Old Faithful.'

Josef Zatour doubling from the Bowman Room of the Hotel Bilt-more, N. Y., into the LaRue, in both spots as relief orchestras for the recombos—Russ Morgan and

Dave Gordon, Pacific Coast rep for Shapiro, Bernstein & Co., was given a five-year contract by the firm while in New York last week to at-tend the World Series.

menry H. Tobias back around Tin Pan Alley placing new song material after completing his 10th summer as stock producers at Totem Lodge, up-state N. Y. resort.

Harry Sosnik became a member of ASCAP this we latest Rocked in the Cradle of the Blues, being published this week by Mills

Lee Wainer and Lupin Fein, compose new songwriting team signed by Irving Mills for Exclusive Music. Pair worked on Columbia U. varsity shows.

Howard Lally's orchestra open at Sherry's, N. Y., via Meyer Davis who booked Copley Plaza, Boston, engaged Jack Eaves orchestra for the season through Meyer Davis office.

Irving Actman and Frank Lesser Universal song writing team, have been assigned to Walter Lantz unit to write music and furnish ideas for

Bob Crosby opens at the Nicolette hotel, Minneapolis, Oct. 7. Glen Gray's Casa Loma outfit set for Con-gress hotel, Chicago, Oct. 9. Rocke-well-O'Keefe agented.

Eli Oberstein, Victor recording exec, off on an extended waxing trip starting Oct. 7. Plans taking in the south for the new hillbilly platters, and thence to the coast.

Victor Briedles, formerly Ruth Etting's conductor and arranger, has been signed by Warners as rehearsal pianist.

Lew Pollack and Sidney Mitchell have penned 'Who's Afraid of Love,' which Leah Ray will sing in 'One in a Million' at 20th-Fox.

Johnny Hauser, formerly a singer with Paul Whiteman's band, has or-ganized his own orchestra.

Nano Rodrigo contracted with Feist to publish his new tango, 'Linda.'

L. Welfe Gilbert, who has gone publisher, is due in New York from Hollywood late in October.

Lee Bennett, former vocalist with the Jan Garber band, has organized his own orchestra.

Aaron Gonzales and Carlos Ruffino making series of transcriptions for Standard Radio. Jean Vickers has joined the Louisi.

ana Kings orchestra for its slated southern tour. Eric Peterson's band set for fall at Leighton's Halfway House, Darien, Conn.

BERLIN SCALA'S **PIT CREW SWINGS IT**

Berlin, Sept. 25.

Ousted by the Russian Ballet of Col, de Basil, which is booked into the Scala for the first part of Octothe Scala for the first part of Octo-ber and requires a much larger or-chestra, the Scala pit band under Otto Stenzel goes to the Femina to play swing music. Stenzel enjoys a reputation for the best local rhythm, and he is changing his ag-gregation to please the Femina patrons.

Volkaites are getting the 50-piece band of the Berlin Landes or-chestra, a symphonic band of repute otherwise heard only in concert

Himber with MCA

Richard Himber has gone under Music Corp. of America direction and is slated for the Hotel Waldorfand is slated for the Hotel Waldorf-Astoria, N. Y., later in-the winter, succeeding Hotcha Gardner's band, which opens Oct. 28 with Veloza and Yolanda and Eve Symington.

Gardner is a new maestro, one of eorge Olsen's former featured



TEMPERATURE POINCIANA

SAY 'SI SI' (Para Vigo Me Voy) AND THEY SAID IT WOULDN'T LAST!

> **AFTERGLOW** Orchestrations 50

RADIO CITY, N.Y.

T.B.Harms Co.

CLOSE TO ME (Definitely the Next Big Waltz Hit)

LOVE-WHAT ARE YOU DOING TO MY HEART (European Hit)

T. B. HARMS CO.

MOVIETONE TOPICS NEW HITS featured in the 20th Century-Fox College Musical

"PIGSKIN PARADE" "IT'S LOVE I'M AFTER"

"YOU DO THE DARN'DEST THINGS, BABY" "YOU'RE SLIGHTLY TER-RIFIC" "THE BALBOA" "PIGSKIN PALADE FOOT-BALL MEDLEY"

MOVIETONE MUSIC CORPORATION M TOX PUBLISHING CO. SaleA.

Ballads, Torches, Swing Tunes May Be the Next Thing in Madam's Dresses

Women's dresses, wall-paper, caryets and linoleum will serve as the
inspiration source for melody if the
manufacturers of these products become parties to the copyright licensing deal which was closed last week
between John G. Paine, as trustee
the tween John G. Paine, as trustee
the music publishers, and Byron G.
Moon, head of the advertising agency
of the same name. The contract
gives Moon the exclusive rights to
the music industry's latest possible
source of by-product income.

The Moon agency is responsible
for the expired and Moon
The Moon agency is responsible
for the expired and the contract
of the same melody expressed on a sheet of paper.

The Moon agency is responsible
for the expired and the money

The Moon agency is responsible
for the expired and the money

The Moon agency is responsible
for the expired and the money

The Moon agency is responsible
for the expired and the money

The Moon agency is responsible
for the expired and the money

The Moon agency is responsible
for the expired and the money

The Moon agency is responsible
for the expired and the courts.

Originator of the idea that Moon as set out to promote is a textile exigner. Mrs. Jean Arnold. She bedesigner, Mrs. Jean Arnold. She believes that by putting ceptain designs
in the right progression on a piece
of textile or wall-paper; it is possible to create the same melodic
reading as would be had from a
sheet of musical manuscript. The
tipoff to the tune would be in the
design's motif, and, all that would
be necessary to interpret the melody
is a rudimentary ability to read
music.

music.

For every tune that Moon converts into a design, he will pay the copyright owner 10% of the gross royal-ties he collects from the manufacturers. If a design embodying the theme, Tm Forever Blowing Bubblee' brings him \$10,000 for its use in dress goods and wall-paper, the great state of the collects from the state of the collects of the coll For every tune that Moon converte

Remick

I'LL SING YOU A THOU-SAND LOVE SONGS CONEY ISLAND

BOY MEETS GIRL SING A SONG OF NON-SENSE DON'T KISS ME GOOD-NIGHT

REMICK, MUSIC CORP.



"PETER PIPER"

through the courts.

An illustration as to how Moon intends to develop his rhythmic designs follows: If the tune selected is signal follows: If the tune selected is as an additional selection of a salboard and the selection of a salboard relation to each other as one note you make the salboard and the salboard

pressed on a sheet of paper.

The Moon agency is responsible for the exploitation of the sanforizing device in the textile field. This method of treating cloth is bringing Cluett-Peabody, which owns the patent, over \$1,000,000 a year in rewarding.

CAMPBELL OUT OF LONDON C-C

Jimmy Campbell bows out of Campbell, Connelly & Co. as of last Saturday (3), when the contracts were formally signatured. Reg Con-nelly continues operating C-C ex-clusively.

clusively.

Campbell, in turn, concentrates solely on Cinephonic, Music Corp., which ow, as herefore continues as a Gaumont-British music lishing subsidiary, only that C-C will not be interested in it as a firm. Jimmy Campbell will become sole managing director of Cinephonic and concentrate on its operations which has been the case the mast vear or more.

He is again en route to America on an exploitation campaign on be-half of G-B filmusicals. He left yes-terday (Monday) from Germany via

use zepp.

Twin Dash Music Co., subsidiary for C-C, headed by the American music man, Dash, will continue as such, being a separate entity and clicking of Jate, sans any filmusical affiliations. Both Campbell and Constitution of the country of th

Jimmy McHugh's Bro. Seeks Mass. Senatorship

Songwriter Jimmy McHught's brother, Representative Lawrence McHugh (Dem) of Boston, is now running for state senator from his district.

McHugh is east in between Uni McHugh is east in between Universal songwriting chores, having just completed Top of the Town and gets the 'Hippodrome' tunesmithing assignment next with Harold Adamson, his new pard. Returns to Hollywood next week to start on call Oct. 19.

'Remember' Song Denial

Attorneys for Metro and Leo Feist, Iñc., have filed general denials in N. Y. federal court to claim of Harms, Inc., for an injunction and accounting of profits on the picture. 'Suzy.' Marms alleges infringement of the musical hit of the film, 'Did J. Bernember'.

I ttemember.

Defendants' answer admits exploiting the song, but both claim certain rights to it obtained from Harold Adamson and Walter Donaldson, composed the lyric and music

Fredda Gibson new vocalist with Hudson-De Lange orchestra. Band is currently at Raymore Club, Boston.

"MIDNIGHT BLUE"

The new season ushers in an array of song hits that, from present indications, will sweep the nation. For instance:

"WHEN DID YOU LEAVE HEAVEN?"

"WHEN I'M WITH YOU" — "DREAM AWHILE"

"SWEETHEART LET'S GROW OLD TOGETHER"

Most Played on Air

To familiarize the trade with the tunes most on the air around New York, the following song were most played on the networks last week. Combined plays on WEAF, WJZ and WABC are computed for the week from Sunday through Saturday night (Sept. 27-Oct.

When Did You Leave Heaven?
Did I Remember?
Way You You's Tonight
Way You You's You's Tonight
Who Loves You's You's
Bye Bye Baby
Until Real Thing Comes Along.
Sing, Baby, Sing
I Can't Escape From You
Star Fell Out of Heaven
Until Today.
Me and the Meon
Mickey Moisse Bitchday
Fm an Old Cowhand
It Can Happen to You
A Fine Romance It Can Happen to You A Fine Rosamee When I'm With You I'W Never Meet Again Midnight Blues When Lady Meets Gentleman Organ Grinder's Swing You've Not the Kind You've Not the Kind Sing You've Not Turned the Tables Sing L000 Love Songs There Goes My Attraction

MPPA SLEUTHS FIND LITTLE BRIBERY

Investigators for the Music Pub lishers Protective Association renorted to John G. Paine, chairman week, that they have found practically complete observation of the publishers' pledge against paying off for plugs. There have been, it was pointed out, some slips, but none of these have been of major im-portance. Investigators also turned in a list of certain orchestra leaders who are holding out against playing current releases unless they are paid \$25 in advance for each arrangement.

current releases unless they are paid \$25 in advance for each arrangement.

Whatever complaints have been received by the MPPA concerning violations of the code, Paine said last week, reflected a lack of clarity in the interpretation of certain provisions. At a meeting of the MPPA coded to advise the place of the MPPA code clerks must be warned against giving band arrangers supplies of manuscript paper. Also that it would be okay for a publisher to furnish vocal arrangements to trios and quartets, providing that such arrangements were to be treated as stock arrangements. Under this provision, a publisher is not obligated to have a vocal arrangement printed. His copyist may hurn out as many copies of the same arrangement as the code of the same arrangement of the same arrangement of the same number.

CANAVAN DROPS OUT OF 802 PREXY RACE

Edward F. Canavan, president of the New York Musicians Local 802, will not run for a second term when the union holds its elections in De-cember. His withdrawal leaves Jack Rosenberg and Zelig Liese as the only known candidates for the job. Canavan got the post two years ago through appointment by Joseph ago through appointment by Joseph Telegraphic appointment by Joseph Musicians prez.

Montgomery Ward Buys 750.000 Victor Disks

Probably a record order from a single account is the 750,000 disks which RCA Victor must supply Montgomery Ward's mail order house between now and the first of the year at the 15-16c wholesale price, and which M-W releases under its own trade name of Ward's. The disks are the Victor company's Blue Bird recordings, and chiefly hillbilly and old-time tunes.

MPPA's Importance in Music Biz Grows: Propose McKee as Att'v

Joseph V. McKee is being favorably considered as the next general content of the MPPA as the industry's trade body, as distinguished from the performing rights collections function of the American Society of Composers, Authors and publishers, has largely motivated the proposal of the McKee name. McKee's standing as a trade association and the proposal of the McKee name. McKee's standing as a trade association and so former President of the Board of Alderman of the City of New York and its pro-tem mayor.

At a meeting of the MPPA directorate Monday (5) the McKee candidacy was thoroughly discussed but it was decided that there were not enough facts at hand regarding board to act. In looking around for a successor to Francis Cilbert, who has been chief counsel to the MPPA directorate Monday (5) the McKee and idacy was throughly discussed but it was decided that there were not enough facts at hand regarding board to act. In looking around for a successor to Francis Cilbert, who has been chief counsel to the MPPA to voeve eight years, the associations directors are proceeding on the theory that they could get farther in bringing about harmony and unity in the music industry if the MPPA's legal headman didn't representations of the most of the MPPA and the counsel wouldn't have his views or judgment colored by his interest in various clients, Gilbert and from the several music pub clients.

John G. Faine continues as chairman of the board of the MPPA, a proceed and the most pub clients.

Why has been chief counsel to the MPPA, a proceed and the most of the MPPA of the Accurate Reporting Service, which have been added to the MPPA of the counter that again industry controlled thing its functions could be every clother of the MPPA now functioning over, transcriptions, recordings, synchronizations and alread

body now recognizes that like every other industry a trade code is necessary to stop cut-throat competition:

3 Fubs Oppose Code

The proposed tabu on no payment for plugs, no special arrangements, etc., has brought three major music means that the open a being opposed that the total code of the state of the code of the state of the code of the state of the code o

mercial.

The Hollywood music firms have an equally good rebuttal that since the picture biz looks down on Tin

PHIL KORNH'SER **OUITS POPULAR**

Phil Kornheiser has resigned as general professional manager of Popular Melodies, Inc., a subsid of Famous Music Corp., which, in turn, is allied with Paramount Pictures. Kornheiser is mulling one of several

is ailied with Paramount Pictures.
Kornheiser is mulling one of several propositions.
Unlike Famous' direct filmusical tie-in with Par, Popular Melodies didn't enjoy the cinematic hookup or catalog, being more of less a straight 'popular' house. Firm was formed about a year ago with Kornheiser in professional charge from the start, idea being to build up the subsid's rating in ASCAP, which has been achieved through multiple air performances, etc.
Tubby Garron has been brought in from Chicago to succeed Kornheiser.

Harms

Procoute

Fancy Meeting You In Your Own Quiet Way The Prairie Is My Home From "White Horse Inn" White Horse Inn Cannot Live Without Your Love

Half of Me

HARMS, Inc. 1250 Sixth Ave. BCA Bldg., N. Y.

"ME AND THE MOON

Now Beady-The Beautiful "TO YOU SWEET-HEART, ALOHA" Cute-Fresh-Appealing

"OH, YOU ROGUE (YOU STOLE MY HEART")

The 'Swingy' Japan Novelty
"OVER A BOWL OF
SUKI-YAKI"

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CHI VARIETY IS MOSTLY IN NITE CLUBS; \$35,000 Hollyhock Garden N. Y. SOCIALITE FLOOR SHOWS READ LIKE '26 VAUDE BILLS

Impressive Array of Vaudeville Acts-Managerial Yen to Reinstate Couvert Charges Prompts 'Em to Line Up Strong Shows

Chicago, Oct. 6.

Greatest array of talent booked into the local niteries for the opening of the new season is additional evidence that the niteries have taken the place of the theatres as the variety time of today.

With the agreement among hotel variety time of today.

With the agreement charges, the control of the theatre charges, the control of the theatre charges are to give the public something for that down payment and they have jumped into variety entertainment with both feet. Not only are they combing the regular domestic market for talent, but are even turning to Europe, and through the established talent agencies are bringing in a large number of foreign novelty, acts. With the nite clubs is an outlet, it marks, the first time that the European acts are in this country since vaudes started its decline six years age.

since vaude started its decline six years age.
Show set for the College Inn, Hotel Sherman, which opens late this month, reads like a regular variety bill of 1926. On the bill are Gertrude Hoffman girls, Calgary Bros, Speck, and Spot, the Natrys, Rute Davis, Howard the Hoop-Thrower, Four Southland Rhythm of 1936 and the four runners-up, Also will use four regular circus clowns. Plus the Roger Pryor or-chestra. chestra.

ps the ordina-sented at the theatres ordays. So much so shouts are This show tons the ordinary vauderille bill presented at the theatres in Chicago nowadays. So much so that vaude houses hereabouts are talking of stepping up their own

Unit Talked With

Los Angeles, Oct. 8.

Mickey Mouse and his contingent of friends are being set for a twirl on the stage. M.D. (Doc) Howe, formerly of Fanchon & Marco's booking: office, is arranging with Walt Disney to stage the flesh shows ir indie houses.

Former Greenwich Village Inn, ow the Village Casino, opens to-ight (Wednesday) with floorshows

Singer Midget Aid

Mickey Mouse Stage

stage shows to meet this nite club

stage shows to meet this nite club competition.

At the new Urban Room of the Congress the show opening on Oct. II will be headed by Connie. Boswell, Two Elleens, Embassy Four, with Enrice and Novelle as dancers. Plus two acts to fill, one of which will be comedy, and Casa Loma orchestra. Georges and Jahn, who bowed out of the Empire Room of the Palmer House because of a billing squabble, will top the show at the Mayfair Room of the Blackstone starting Oct. 23. Others on the bill are Connell Mura and Ethe Joseph San Connel

orchestra.

Drake hotel has Roy Campbell's
Royalists, Gower and Jean, Pat
O'Malley and Dick Jergens' orches-O'Malley and Dick Jergens' orchestra; Stevens has Gary Leon and Marcia Mace, Serge-Picar and Xavier Cugat's orchestra. Keller. Sisters and Lynch head the show at the Yacht Glub, Bernard and Henri top the new bill at the 'Alabam; Jimmy Savo, Georges Metaxa, Readinger Twins, Stewart 'Morgan Dancers make up the variety end of the Chez Parce show with the Henry Busse McNallie Sisters, Bert Granoff, Gretchen Lee and the Phill Levant orchestra at the Bismarck; Dick and Edith Barstow, Five Wonder Girls are the 'type of standard vaude acts Edith Barstow, Five Wonder Girls are the type of standard vaude acts the Edgewater Beach is using.

OPPOSISH IN AKRON

Loew's 1st Vaude in a Year—Tec Lewis vs. 'Folie Parislenne'

Akron, Oct. 6.
First major downtown stage opposition in several years hits town Friday. (9) when Loew's and the Palace will offer units in addition to the regular film programs. It will be the first stage for Loew's in more than a year.

will be the first stage for Loew's in more than a year, Ted Lewis opens at the Palace for four days, coming in from Mayfair Casino, Cleveland, Loew's for a full week, against Lewis at the Palace, has 'Folie Parisienne,' also coming from Cleveland.

Marcus Show in Chi Oriental for \$5,000

indic houses. Leo Singer, now ill in San Diego. Is being contacted to provide a group of Singer Midgets for the trick Those involved in show are contemplating giving it plenty of entertainment value as direct competish for established film theatre flesh

Chicago, Oct. 6.
A. B. Marcus show, returning to the midwest after nearly a year's absence, is booked for the Balaban & Katz Oriental Oct Price reported at \$5,000.

to be changed twice monthly. The THEATRE of the STARS



SIDNEY H. PIERMONT

He's Been Too Nice

The other night one of the

The other hight one of the most successful cabaret operators in New York saked his legal advisor, in all seriousness,
What do you think we ought to
too in the new spot (which he's
building); treat 'em polite as
we've been doing here or make
it real tough?
That Blank club and John
Whoozis' joint down the street
insult 'em and have the meanest bunch of captins, at the
door, and I'll be a slundsgun if
they don't make 'em like it.
They give the chumps nothing
and the take is \$2,000 a day
average.

'So maybe we've been too darn nice to the suckers.'

Ethel Shutta Resting Before Again Soloing

Ethel Shutta (Mrs. George Olsen) is slated for either the Paradise or the Versailles niteries in New York in a month or two.

Songstress must first take a month's vacation since quitting as a member of her husband's orchestral organization. Latter opened this work of the control of the cont

Chi's Congress Hotel Changing Nitery Tag

Chicago, Oct. 6.

It has been decided to open the new Congress hotel nitery under a new tag. Formerly known as the Urban Room, it will relight next week as the Casino. New room is nearly tytic as large as the former Urban Room.

Howard Many

Howard Hohl, p.a. of the Ralph Hitz hotel organization in New York, arrived in town to join local p.a. Renee Howard on the publicity.

Vaude Out for 'Zieggy,' Then Doubles, at Marbro

Chicago, Oct. 8.
Balaban & Katz's Marbro drop vaude temporarily Friday (9) because of 'Great Ziegfeld' (MG).

cause of Great Ziegfeld (MG), Vaude has been on a week-to-week at the Marbro for some time in anticipation of a switch to double features. According to present plans, twin bills will go into effect the first week in November.

EDDIE MEYERS WEST

Hollywood, Oct. 6.
Edwin Meyers, New York agent, is due here Oct. 15 to become associated with his brother in the Kingston-Meyers agency.

Meyers, prior to establishing his broadway office, was associated with the William Morris office.

Warren, O., Oct. 6. A \$35,000 fire swept the lower floor of the Hollyhock Gardens, which had been dark since last fall. had been dark since last fall. Fire department officials reported the fire started from oil-soaked rags, and are investigating. They had a report that a man had been seen running from the building shortly before an explosion started the fire.

The group will last envirage had.

The spot, until last spring, had been operated by Jim Munsene of Cleveland. Plans were under way to reopen the club next month.

Sarah Churchill's Double Act with Vic Oliver on B'way, \$1,500

Sarah Churchill, daughter of England's one-time Prime Minister, and her flance, Vic Oliver, standard vaude single, have been booked into Loew's State, N. Y., opening Friday (9). Pair are currently at Keith's, Boston (Miss Churchill's first theatre date in the U. S.), but aren't drawing

date in the U. S.), but aren't drawing, any biz.

Miss Churchill, according to the Simon agency, will not draw any salary for the State engagement. Oliver, however, whose previous salary at the State was 8676, will get \$1,000. Probable that this salary is \$1,000. Probable that this salary is the salary in the

chorine. She came over here a le of weeks ago with the yed intention of marrying Oliver, ast the vigorous objections from

NetworkSponsors

(Continued from page 43)
Naney Noland Com. Frank Hawks
Milk. Rittenberg of High Sions
HEALTH STANK OF THE STA

LOCAL DEPARTMENT STORE
9 a.m.-Thur-WOR
Morning Mathree
Al Goodmar
Dorothy Mackaill
Fortina Foltz
James Hall
*Dorland

LUTHERAN 1-4:30-Su-WLW *Kelly Stahlman McFADDEN PUBS 10 p.m.-Tu-WOR
Bernarr Macfadden
*Lennen & Mitchell
9:30-Tu-WI.W
'True Detective
Mysteries'

(Continued from page 43)

*Johnson-Dallis

SQUI 3B

(Tooth Powder)

19:29 n.m.-M.-W.-F.

William Melday

Rae Glerdorf

Leonard Joy Ore

Gover, C. & N.

WANDER CO.

WANDER CO.
(Covalination of the Fundamental of the

WARBLERS IN **AGAIN**

It'll be another socialite songstress battle in New York this fall. Eve Symington, Senator Wads-worth's daughter, returns to the Eve Symington, Senator Wads-worths' adaghter, returns to the field, at the Waldorf-Astoria the end of this month. Meantime the Hotel St. Regis' former King Cole room, redecorated into the Iridium, gets the jump by booking in Mrs. Alex-ander Cochrane Forbes, the former Irene Helen (Sunny) Robbins. It's her. a professional debut. Mrs. Forbes is the daughter of the late Warren Delano Robbins and related to President Roosevelt. Miss Robbins is in her early 20's

to President Roosevelt.

Miss Robbins is in her early 20's and one of the few s.a. socialities in the nitery belt. While it's her singing debut with Emil Coleman's orchestra, she's a standard cigaret ad and couturier's model.

Other nite club chanteuses from the Park ave. belt in the N. Y. nite spots in the past two years have been Virginia Uppercu, Timmie Dobbin, Helen Dudley Curran, Florence Weicker, Christiana Torlonia (Mrs. Daniel Lord), Sara Churchill, Addie Moffett, Lois Elliman, Gay Adams, Marjory Logan, Mrs. William K. Stewart, Jr.

Washington, Oct. 6.

Latest recruit to nitery entertainment field from a social register is Sunny' Robbins (Mrs. Alexander Cochrane Forbes), who bowed in last Friday (2) in cocktail lounge of Washington's Mayflower hotel. Three weeks ago Mrs. Forbes appeared on Bowes program as an ether amateur, and the p.a.'s of period certainly missed a swell stab of publicity when they did not learn that the singer is related to President Roosevelt, her late father, Warren Delano Robbins, having been a second cousin of F. D. R. Understood that Mrs. Forbes did not let a leak on her relationship to the result of the relationship to the result of the relationship to the result of the relationship to the relationship to the result of the relationship to the relationship to the relationship to the result of the relationship to the result of the relationship to the relation

Maestro No-Like Road. **Opening Own Nitery**

Upening Own Nitery
Kanasa City, Oct. 6.
Buddy Fisher late this month will
open a night spot in the old Gaiety
theatre building to be known as
'Buddy Fisher's.' Band leader says
he's had enough of the road.
Fisher is buzzing with plenty of
other ideas, among them an agency,
publicity bureau and a music school.
Irving Burns is associated with
Fisher.

Saranac Lake

Beatrice Lee took the 'nerve' op to a nice comeback. Bryan Tracy, box office mugg, sat through the neumolisis thing to good results. Garry Sidgreaves, Brooklyn mana-ger, knocked the second stage of the 'rib' cut for the full count; he's also

oke.

Camile Carpentier, who did a vacash ozoning here, about ready to
RKO Boston theatre-it, leaving this
hard winter stuff behind
Jack Hirsch. Boston and New
York first-nighter, who has done so
much for the theatrical ozoners, here
handing out bendful of cheerfulness.

First snow hit us, and uppers are now hitting the bed routine, meaning flannels, double socks, woolen pajamas and bath robes, electric pads, heavy woolen blankets. Man, it's cold.
Jerry Vogel candies the showfolks up here semi-monthly. The gang appreciates it.
Murray Salet all broken up over the killing of his pet pup by a truck. First snow hit us, and uppers are

Besser in Unit

Joe Besser is an added starter for the 'Centennial Follies,' RKO re-questing him to bolster the unit's comedy.

Besser joins the unit Friday (9) in Troy, split week, with Schenectady to follow.

Warners-Musicians Philly Schism Widens; Union May Ask AFL Help

Philadelphia, Oct. 6. Parley between musicians' union and Warners today adjourned without reaching an agreement. Union officials, following adjournment, an-nounced they would picket all Warner Bros. houses in Philadelphia, Warner Bros. houses in Philadelphia, and if necessary they would attempt to pull out union projectionists and other American Federation of Labor members. They made it plain that they would seek the co-operation of other unions only as a last resort. The musicland union is standing pat on demands for two days of work in nabe houses, but announced willingness to reduce number of men in pits for these theaters if granted

in pits for these theatres if granted this point.

deadlock between the man age policy both at the Earle and Fox. Latter house was recently taken over by Warners.

Latter nouse was recently taken over by Warners.
Previously the Warner executives refused to meet with the union. As a result of this attitude, Local 77 but the warner's Leave the attention of the Mae or Leave the attention of the Mae or Leave the American Country Leave the American Federation of Labor might join the musicians, tying up theatres via projectionists, etc.
Principal difference between Warners and the musicians' local does not involve the Earle but neighbor-not involve the Earle but neighbor-not involve the Earle but neighbor-

ners and the musicians' local does not involve the Earle but neighborhood theatres playing vaudeville. The local wants its members employed two days per week instead of one. It also seeks the addition of one man at the Roosevelt, Frankford and Nixon theatres. Further demands include use of five men at the Oxford and a separate band at the Tower.

NATIONAL VAUDE CAMPAIGN

Musicians' Hitch Nulls Chances Of Loew's Vaude Return in Balto

Baltimore, Oct. 6. Begins to appear as if Loew's entury will not resume stage-Century will not resume stage-shows. When house, after lengthy status as vaudfilmer, went straightnix Sept. 4. it was with the intention of reinserting flesh after playing off some strong film product stored up Local Musicians' Union No. 40 of fered at that time as a new season' contract terms dated from time the atre dropped pit band along with stage-shows, i.e., demanded retro-

stage-shows, i.e., demanded retroactives play for musikers for layoff
time-when they returned to work.
Century balked and signatured no
contract for this season.
Situation hung until past weekend,
when Century figured on bringing
in three consecutive weeks of vaude,
commencing Oct. 16, to tide over
succession of films house thought
needed bolystering. Bill Saxton, local
Loew city, manager, inquired at
union to the could get ok to use
the contract. In proferred
contract, however, union did not
not seek layoff-time payment to members of theatre's former crew,
merely straight scale from time they
commenced working again. Saxton
refused these terms, saying only
agreement Century would consent to
was the on-call arrangement.
Union apparently has classed the
Century in strange position, although
house broke no rules when it let go
the musicians last month, abiding by
the two-weeks' notice order to the
and notify in its pit band just
the dand notify in its pit band just
the dand notify in its pit band just
the musicians are currently
drawing 'strike' salaries, first time
for such a situation in Balto. Union
bossis will not let 'em accept any
other jobs for a reason union will
not clarity.
At time band was dropped, house
wanted to keep organist Harvey
Hammond, who was getting \$200 a
week, with his relief ma snagging
scale rate at \$75, but union ordered
Hammond out and he went along
week, with his relief ma snagging
scale rate at \$75, but union ordered
Hammond out and he went along
sant allef. Century will reasme its
Salar Loew subsequent-runner,
and union has not as yet boycotted
spot on request for the single musiker. Loew's switched spots to
avoid any new tanglements.

'Izzy Rappaport's indie Hipp continues as only downtown site using
vaudefilm policy, and only spot in
Balto with stage show aside from
Prank Durkee's Enferprisee, eastsets State, second-run filekr house
that split-weeks three-act vaude bills
on budget of \$600 weekly.

RKO RESUMING UNITS AT SHUBERT, CINCY

Cincinnati, Oct 6.

Cincinnati, Oct 6.

Cincinnati, Oct 16.

Cincinnation of the Manager of the Cincinnati, Oct. 6.

Allen Foster's 'Jumbo' Troupe Minus Billing

Allen K. Foster, last with 'Jumbo,' is producing an act for the vaud-filmers utilizing the Foster troupe of girls and horses from the Billy Rose

musical.
William Morris agency is handling. Foster doesn't intend to use the Jumbo billing in any wise. It's the trouge that was last year at the Hippodrome, N. Y., and this past summer in Fort Worth at the Frontier Festival.

4-DAY STRIKE

Atlanta Tooters' Walk Not a Long

Atlanta, Ga., Oct. 6.

Atlanta, Ga., Oct. 6, Capitol theatre's standby musi-cians, eight in number, staged a walkout on orders of their union Sept. 28 and walked back in Thurs-day with consent of house manage-

sept. 20 and watered back in Thursday with consent of house managed.

Theatre, Atlanta's only vaudeville house, has no use for standby band ince all units playing house bring their own bands. Management, however, three years ago, hired five local tooters to augment trouping bandsmen and last year, to help out unemployment situation in local professional musical circles, added three more to bring standby outfit up to stand the standard of the standard without notice. Fact that musicians traveling with "Southern Serenade" unit, then on stage, stayed on job, as did stagehands and operators, is bedieved to have influenced about-face on part of union.

WPA Celebrates 50th Anni of Frisco Vaude

San Francisco, Oct. 6.
Golden Jubilee of Vaudeville is being celebrated by the WPA here this week on the spot where the first so-called vaudeville originated, at the old Orpheum-theatre, now called the Columbia.
Vaudeville starteets ago at Sockholm of the Columbia of th

Cops Clamping Down On Philly Class Niteries

"Philadelphia, Oct. 6.

Determined drive against class niteries has been started by local gendarmes. Raid on Embassy Club, one of leading night spots, was pulled early last Sunday morning for alleged after-hours likker sales. Couple of hundred guests, entertainers analleged after-hours likker sales. Couple of hundred guests, entertainers and leged after-hours likker sales. Couple of hundred guests, entertainers and sunders and herb Smiley, with two bartenders, were pinched.

Understood the raid followed squawk by local magistrate that in the recent drive against local niteries, "big places werent' bothered. At least half a dozen of leading spots have been remaining open after legal closing hours. Expected they'll now close on time for usual till-this-blows-over period.

Eddie Pilcer Bankrupt

A voluntary petition in bankruptcy was filed last week in N. Y. by Edward Pilecer, former 'steamship so-licitor,' and brother of Harry Pilece. Paris mc. and producer.

He lists his debts at \$3,257 and assets at \$255, his wearing apparel. Among his claims are: National Trade Bank of N. Y., note of \$780; as stockholder in Bank of U. S., N. Y., \$23.65; note to John A. Mueiler, 100 Park Row, \$2,150.37.

JOINT PICKETING PLAN OF AFM-AFA

To Supplement Current Parading—Figure to Educate Public in I ive Music and Stage Shows

AUDIRIE PICKETS

Nationwide educational campaign by the American Federation of Mussicians and American Federation of Actors to supplement the picketing in cities where permissible will probably eventuate shortly. Campaign is expected to be even more vigorous content of the cont

Silence Order in Frisco

Silence Order in Frisco

Silence Order in Frisco

Musicians San Francisco, Oct 6.

Musicians to bring back are formulating plans to bring back are some talk of the local last week by Eddie Love, secretary of local No. 6.

There was some talk of the local union following in the footsteps of New York's 802 in picketing theatres not using orchestras. After several huddles, the Frisco union decided that the local picketing ordinance doesn't give enough leeway to do any good. If pickets here shout anything but the name of the union paper which they peddic, they are jailed.

Union has plans up it's sleeve to Union a big educational campaign to hows in the hopes of stimulating a demand for the return of musicians to theatres.

According to Love, the California State Federation are working with him in his campaign. Theatre men here are watching the coming campaign with considerable interest, San Francisco being one of the strongest union cities in the country.

strongest union cities in

Nash, Resumes Units Nashville, Oct. 6.

Nashville, Oct. 6, After discontinuing stage fare for the summer menths. Princers theatre resumed vaudeville Friday (2). Stage show is Jimmie Hodges' Laff-Town-Laff.' a Wilbur Cushman unit. Shows will run for full week, with openings on Fridays.

Chi Syndicate Buying Up Musicals For Conversion Into Vaude Units

FANNER ROUTED

Interstate Books Sally Rand in Unit Production

Fort Worth, Oct. 6.
Sally Rand, with a unit, has been signed for a tour of Interstate circuit, beginning Nov. 14 with one-day engagement here.

cuit, beginning Nov. 14 with one-day engagement bere.

She will head unit to be billed as Sally Rand's 'Frontier Centennial Revue.' Several acts are likely to be signed from Frontier Centennial.

The itinerary includes week each in Dallas, Houston, and San Antonio, with split, dates at Beaumont, Waco, Galveston, Corpus Christi, Harlingen, Marshall, El Paso; Alberquerque, Abliene, San Angelo and Sherman, The unit also will play Oklahoma City, Tulsa and Enid, Okla, and then will jump to Florida.

Vancouver Nitery Padlock Hits 20 **American Acts**

Seattle, Oct. Seattle, Oct. 6.
Twenty American acts were out in Vancouver, B.C., when edict by the mayor closed the night clubs. A total of 26 licenses were cancelled. Blanche Hammond is reported to have done a fanless dance, which started the moral wave, and selling liquor too late put the clincher to

started the moral wave, and selling liquor too late put the clincher to the edict.

Among acts hit by the order were Dotty Dee, Peggy and Marvis, Renoff and Renova, Gauchl and Sonnen, Dur Moy Sisters and Blanche Hammond. Acts were halted in the middle of their week's engagement at all spots, and bookings for following week were deleted. Miss Hammond did her alleged fanless fan at the Oriental Gardens, Chinese operated.

Approaching election may have been at bottom of the move, or rivalry between the popular Chinese owned and managed night clubs and the Canadiac lubs. Champing some the Canadiac lubs. Champing some the control of one or two weeks, with immigration laws stricter than in years.

More American Acts Arrive in Australia

New batch of vaude acts arrived to play here and in Melbourne for Frank Neil. Lineup includes Jack Goldie, Gardner and Kane, Evers and Dolores, Billy Shenton and Brookins and Van.

Neil is at present in America Neil is at present in America to England and the Continent. Sydney, Sept. 6

Over here it's two-a-day, with no Sunday shows.

New Haven's First

Paramount, New Haven, plays its first stage show of the year Dec. 4. House uses occasional units booked by Harry Kalcheim in New York. Opening show will be the Nils T. Granlund (NTG) Revuc.

HONEYBOY'S PTOMAINE

BAUMEYBOY'S PTOMAINE
Baltimore, Oct. 6.
George Fields, (Honcyboy and
Sassafras), radio act, was stricken
with ptomaine poisoning Thursday
(1) and forced to drop out of the
final three shows of week at the
vaudilm Hippodrome.
Fields collapsed in dressing room.
Was placed under medical attention,
and the next day was able to return
to New York.

Chicago Oct 6

Chicago, Oct. 6.

Most ambitious project in vaude in recent years is being undertaken by the newly - organized Continental Productions, which has just set plans for the production of a string of six units, within the next foru monthat the next forum monthat the next for the production of a string of six units, within the next forum monthat in the production of the productions of several New York legit musicals; also, it is reported, the productions of the recently closed Casino de Paree shows. This includes the scenery, costumes, settings, music and orchestrations of these shows.

ported, the productions of the recently closed Casino de Parces shows,
cently closed Casino de Parces shows,
cently closed Casino de Parces shows,
the control of the control of the control of the control
that includes the senerry, costimes a
third control of the control of the control
to break in at the Riverside in Miliwaukee; the 'opening show, 'Streets
of Paris Revue, having been booked
by Manager Eddie Weisfelt for Oct.
30. The others will follow at twoweek intervals. Each show is to
contain four major, production numbers, plus a name headline attraction and standard vaude acts.
Units will carry line of 16 girls,
with the exception of the opening
show, which will carry line of 16 girls,
with the exception of the opening
show, which will be carry eight
carry
includes and cancer.
Shows will be produced in Chicago under supervision of Michael
Todd, who has been appointed general manager for the organization.
Negotiations are on with Sammy
Rose, Paul Oscard, Fred Evans,
Truly McGee, Murray Browne, Dorothy Hild and Eleanor Savage to
stage the units.

Each unit will be treated as an
independent effort, and totally unretrace and the control
and will be back in Chicago
late this week to, begin immediate
casting and rehearsals. Organization'
is founded on the contention that
vaude in itself is completely qut and
that only units count.

While not yet set, it is understood
that the booking of the acts in the
units will be handled through an
agency headed by Nan Eliott,
former Paintages and William Morris
booker in Chicago.

CLEVELAND CASNO'S

CLEVELAND CASINO'S 'FOLIES' AS ROAD ACT

Cleveland, Oct. 6.
Tolies de Nuit show from the former French Casino at the Great Lakes Exposition in Cleveland has been produced as a road unit by Mike Special here. New acts were added to the original attractions, and six more additional girls will up the line to 24. Featured acts include Bernard Bros. and Duyals who followed their exposition date with an engagement at the Toronto Expo.
Toto, nude terper, is retained in the road unit as well as the Donaldsons, casting adagio froupe. Bert Eyton is show manager, with Lou Polong advance. Ferde Simon Tole W. Y. French Casino made the local F.C. change its name, so it simply became the Casino.

Rose Van Camp's Murderer Convicted

Detroit, Oct. 6.
John Roehl was convicted last
week of the murder of Mrs. Rose
Rankin, known to an older generation of theatre-goers as Rose Van

tion of theatre-goers as nose van Camp.
Roehl fatally slashed Mrs. Rankin, owner of a rooming house here, during a brawl Aug. 2. Jury took only 38 minutes to find Roehl guilty of second-degree murder. He will be sentenced Friday (9).

LaSalle's Other Room

Chicago, Oct. 6.
LaSalle hotel is reopening its Blue

Fountain room.

Bob McGrew orchestra gets the initial contract.

Night Club Reviews

CHEZ PAREE

(CHICAGO) Chicago, Oct. 1.

New show here looks expensive on the talent end, but somehow all the ney and effort doesn't seem

money and effort doesn't seem to add up to much except for a couple of standard vaude acts.

This is a swanky but tough spot for any act. It has the toughest audience in town. Such acts as the audience in town. Such acts as the inger Twins, who have been proved surefire in every vaude house, have to sweat for mesgre appreciation. But if it's tough for the Morgans and the Readinger, it's work for against it here. He just doesn't seem to know how to handle this audience. Sings a couple of songs well enough and m.c's the show in his they want here. They like to swing it. Metaxa needs an intimate, quiet room.

enough and m.c's the show in his quiet, pleasant way, but it sart what it shall ware the control of the control

Lillian BERNARD and Flo HENRIE

The Female Van and Schenck Now CLUB ALABAM, Chicago

"JiMae" THE MYSTIFIER Fastest Pair of Hands on the American Stage

BLACKHAWK RESTAURANT Per. Mef. MUSIC CORP. OF AMERICA

WANTED

and Units wishing the best the-and night club bookings in the hwest—write and send one set

JOE DANIELS 306 Palomar Theatre B

MAISONETTE RUSSE

(NEW YORK)
The Maisonette Russe of the Hotel St. Regis was such a click last year that the town will now have three ultra vodka niteries, not counting the long established steppe step-outs on East 55th (Caucausian Eagle) and around the 14th street Eagle) and around the 14th street and 2d avenue belt. But the St. Regis sort of paved the way for the white Russian motif in N. Y. much as the post-czaristic regime

the white Russian motif in N. Y.

much as the post-caristic regime
scattered the nobility, with nocturnal
scattered the nobility with nocturnal
Russian boiles of their to driving
Paris taxicles
Russian boiles in the Prench region,
Russian boiles in the Prench region,
when American tourism was something to be reckoned with.

Now that America stays at home,
was the second of the recked of the recked of the control

Astor's ex-brother-bodge, and things
a good friend and now an important
Astor's ex-brother-bodge, and things
a good friend and now an important
a good friend and now an important
executive in the management of Mr.
Astor's St. Regis, conceived the idea
of a counterpart of La Petite MalsonFrench jointelless Russe, as the
French jointelless Russe, as the
French jointelless Russe, as
Meanwhile, General Loddiensky,
after summering as a greeter at the
Waldorf-Astoria's Starlight Roof, is
back to preside over the Sherrycales in the grill sain Sagle from
opens Oct 8 with Raphae, the concertinalst, and Alexander Bunchuk's
orc. The Gen. also has been in Hollywood, in the cafe biz, and as an
and and the stay of the service of the
Meanting, also, the Hunce of Morgan on East 54th now becomes the
Original Maisonette Russe of Paris',
opening this week also, with Mme,
Anna Tokaroff presiding. The Mme,
last year was at the St. Regis, and
having split with the St. Regis management.

As for the St. Regis Maisonette
Russe, again it highlights Cornelius

mane. This years he's on her own, having split with the St. Regis manada the state of the state

anthem, and that made it a Mexican standoff.)

Agnes Roy, an Albertina Rasch girl, wearing a Tartar mantilla, participates in a Russian-type dance Liachenko, a cospie of face Volza off-to-Buffalcers. They are former members of the Riders of the Caucausian Squadron of the Russian Imperial Army-or maybe the p.a. just made that up.

As a glorified nitery, the Maison-ette Russe should again do ckay for the company of the results of the Caucausian Squadron to the Russian Imperial Army-or maybe the p.a. its made that up.

As a glorified nitery, the Maison-ette Russe should again do ckay for the company of the results of

Unique Quick-Change Dancers

HREE WILES

NOW 9th WEEK and continuing indefinitely

BEN MARDEN'S RIVIERA

Just completed WARNER BROS. Short and 8 weeks with BENNY DAVIS Unit (Thanks to Ben Marden and Benny Davis)

Personal Management: PAUL SMALL WILLIAM MORRIS AGENCY

HOTEL COMMODORE

(W YORK)

Here's a leville show with linner for \$1.75 up. This commercial hostelry's new fall season variety the Music Corp. of America, includ-ing the crack Mal Hallett dance band ing the crack Mai Hailett dance band and four acts, is the answer to where vaudeville went. Nor is it particu-larly good vaudeville, although it larly good vaudeville, atthough it has the makings, but it's a commer-cial setup at the price. Needed cut-ting is so obvious it can't help but improve the situation after the first

Fault is principally on pacing. Fair assortment of vaudeville opens with Emily Von Losen, comedy toe dancer: Paul Gordon, unicyclist, including the party of the

Ahel

BUBBLE RCOM

BUBBLE RCOM

(BALTIMORE,
Baltimore, Oct. 1

For decor. Baltimore, Oct. 1

sthe burg's best nationsphere this is
the burg's best nationsphere than is
the burg's best nationsphere than in
bour 350 at capacity, some table
space having been sacrificed this
season to permit a bar at one end
of room; bar is a good addition, not
salso on its beauty.

Johnny Johnson band (10, including leader knuckling at keyboard)
is set for first 10 weeks (MCA bookIng). Includes two non-playing single.

Includes two non-playing singles, includes two nonlead for the delicate acoustics, not
clead for the delicate acoustics, not
clead for the delicate acoustics, not
is neither and captures all listeners
consequently.

Only outside act is dance duo, the
Rycess (Bleanor and Seymour).
Ings is the rhymed introduction the
pair patter into mike before each of
two routines, first a medley of ballroomatics, followed later by speedier
tempo'd tot. Act is socko, and it's
shines partner (and not only in
opinion of the femme onlookers).

Splitting the team's two terps are
the specialises from the band, introed by Johnny Johnson, who
I see the specialises from the band, incless lackadaisical. Trombonist Al
Jennings handles novelty tunes, and
the non-thusikers, good-looking tenor
Les Johnson and petile Patricia Cliff
for has read-thin pipes that are
distinctively attractive, and her Back
Bay, Boston accent and cleanclipped enunciation pulls added at
lention. Six can both swing and
tery to arrange not to appear to be
attempting to bite the mike.

In all, spot is so nitty that one
forgets he's in Baito, a town where
really smart nice nooks have been
really smart nice nooks have been
canned the model of the process of the control of the

RAINBOW ROOM

(NEW YORK)
The Rainbow Room's back to normal formality after letting the

normal formality after letting the bars down for the sports-clothed cityites and tourists over the late spring and summer. It gave the hoity-toity Rockefeller saloon its best

hoity-toity Rockeeller saloon its best season yet, of course, but with Oct. I, and the elaborately new show, it's solves the great property of the property of the Rainbow Grill (Johnny Hamp's Dand) and after 10 p.m., as at the Plaza, St. Regis, etc., Aresi, the headwalter, will tell the non-tux trade of the property of the Plaza, St. Regis, etc., Aresi, the headwalter, will tell the non-tux trade and the property of the property of the Plaza, St. Regis, etc., Aresi, the headwalter, will tell the non-tux trade and the property of the property of the Plaza, St. Regis, etc., Aresi, the headwalter, will tell the property of the proper

LITTLE HOFBRAU

(CANTON, O.)

Canton, Oct. 1. Little Hofbrau has undergone extensive alterations since closing last

tensive alterations since closing last spring, major changes including construction of a stage and bardstand at the west end of the spacious upadight club, elevated dance area, and an attractive cocktail ber. Interior and the stage of the

Claire Eusenie, American song-stress, back from abroad, with How-ard Grodet accompanying, augments the Essex House (N. Y.) show, which moved into winter quarters this week. Nat Brandwynne's orchestra continues, as do Maxine Tappen and Dick Stone, tenor.



A New Act

A New Sensation

BILLIE

DENNIS

A Romance in Taps and Songs

Now CHICAGO THEATRE Chicago

GRANDE VISTA

America's Finest Tourist Court and Cafe ST. JOSEPH, MICHIGAN

Announces Their
FIRST ANNIVERSARY WEEK
Starting October 12th, 1936

TO OUR PATRONS AND ARTISTS—
who have been responsible for our success during the past year, we
extend thanks and appreciation.

Slence HOUSE OF DAVID Signed HOUSE OF DAVID

NOW PLAYING THE MILES CARTER ORCHESTRA

12 ARTISTS SINGERS ENTERTAINERS

Catering to the Discrimating Traveler and Tourist

Night Club Reviews

HOLLYWOOD, N. Y.

While Joe Moss and his associates

Lou J. Brecker, George Olsen,
Dave Loew, et al.—are worrying
about getting their new intery atop
the state of the state of the state of the state
and the state of the state of the state
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that state of the s

show business today, alone insures that.

But, it's a pliable and elastic floor show which Danny Dare has fashioned from special material by Doris Fisher, Dave Oppenheim and Jacques Krakeur. 2d; settings and osciumes by Mine. Bertha, Other than Richman fano week, the show is conservative on the budget, but highly professional. Jack Waldron continues his steemth season as m.c., and okay per usual—hereally should go with the lease. Nina Olivette, with Murray and King, are suith the femme the clowing highlight of their unique acro-hoofing. Iris Adrian, alumna of the line, now gives out with special lyrics in a somewhat Tuckeresque voical delivery with a dash of Mae West, One special season of the processing the season of the processing the production of the processing the

ery with a dash of Mae West. One special song is by Marion Sunshine and Max Hoffman.

Other specialists are Edna Sedgwick, Lyda Sue, and Jean Landis, corking solo steppers, Del Casinocking solo steppers, Del Casinocki

with the second of the control of th

roks to JACK HYLTON For Solid Booking **JOHNNY** HOWARD

SIDNEY FISHER THEIR

(Formerly at 29, Wardour Street) Now Located at More Commodious Premises at 75/77, Shaftesbury Avenue PICCADILLY, LONDON, ENG.

CHRISTMAS CARD AGENTS te profits easily earned selling 21-Folder Assortment. Sella of t for \$1.00. Write for particulars.

DOROTHEA ANTEL 226 West 72nd St., New York, N. Y.

subject. Travelin' All Alone' is his second number, again with a suggestion of his air adventure. He had to be offered to be off

Hotel Pennsylvania (NEW YORK)

(NEW YORK)

Benny Goodman swings it a-plenty in the Pennsy's grillroom, called the Madhattan, with its moderne decor which is almost ante-bellum along-side of the futuristic Goodman-squestic footman-squestic for the swing youe, Goodman comes in almost at its peak, if not mayhap just a trifle, behind it, what with talk here 'n' there anent the passing of swing; the yen, for more moderated swingo, etc. the promoter of the 1936 sizting style, and whether the 'king of swing is a more euphonious and lyrical billing than an actuality, is beside the point. It's a certainty Goodman will put the Pennsy's grillroom out that crew of capitains and waiters on an aspirin diet with his forte tempos. The p. a, system is either at fault or Goodman had better dispense with the amplification in toto. He really doesn't need it, the way his men. The brass team blares like a bar-The brass team blares

the amplification in toto. He really doesn't need it, the way his men send it.

The brass team blares like a barrage of bullets—not blatant, nor disarrage of bullets—not blatant, nor disarrage of bullets—not blatant, nor disarrage of bullets—not blatant as for the dansapation, there's no denying itsappeal, judging by the kids reaction. However, in a hotel spot, with its somewhat conservatively transent patronage—it's right across the street the hinterlanders—the pitch will have to be controlled.

Otherwise there's no disputing the Goodman appeal of his swing jazzique. The tro, with Jesse Stacy and Cene Krupt does tricks, too, and the controlled of the controlled. The controlled of the co

Sully's Showboat, in N. Y.'s Green-wich Village, new owner Harold Meltzer, is showing oldtime pix con-tinuously with the drinks a la the old Coney Island days. The pictures are westerns and thrillers, vintage of 1915.

· Just Concluded 18 Weeks Headlining Palmer House

MILTON DOUGLAS

Chicago's Singing Sensation Now Appearing CHICAGO THEATRE THANK YOU—CHICAGO

AL, GROSSMAN

WORTH, WYLE and HOWE

"The Scream Stars" in Person
LOEW'S STATE, New York, This Week (Oct. 2)
Opening Oct. 10th, MAYFAIR-CASINO, Clevelund
With N. T. G. Buit
Thunks to Al Groshman
—Direction——NORWOOD and

NORWOOD and KELLY

CHATTERBOX

(PITTSBURGH)

(PITTSBURGH)

(PITTSBURGH)

(PITTSBURGH)

Only the fact that William Penn hotel's a class stronghold and manages to get pick of name bands for long-dance engagements keeps Chatterbox alive. It's a long, ungainly, narrow and unattractive room that all in common with spots summer place, the Urban Roof.

This inn't a new criticism. It's been levelled against Chatterbox ever since it opened several years ago, and it's about time the hotel was thinking about building a wire was thinking about building a wire No. 1 hotel. Even the Italian dining room would do better, but's doesn't have the capacity, although that could easily be remedied with a little construction.

Management has been lax in rem-

tle construction.

Management has been lax in remedying this situation because it has a stranglehold on the smart trade. Natives are used to it by now, but for modern some formedown after the construction of the construction o

what it is and must have been intended for, a banquet hall.

If move must await diminishing bit, however, it won't come in near afternor has not all the state of the state of

erwise. In past, Chatterbox has been content to get along with just a band. But not this year. Management started floor shows on Urban Roof during warm months and rightly feels it wouldn't be wise to drop em now, particularly with many difficulties room itself has to overcome. Touble with a floor show is that its Touble with a floor show is that its content of the content of the

meniate impaue. A row in the the the troop is unterraped) is like better the troop in a unterraped of the troop in troop

CHEZ MAURICE (MONTREAL)

Montreal, Oct. 1.

Montreal, Oct. 1.
Coincident with annual trek from country to town, Montreal's ace cabaret-restaurant opens its fall and winter season with 'Autumn Leaves,' well dressed and fast moving show. Chez. Maurice is social registerite spot here, with 124 tables, and can take in around 450.

spot here, with 124 tables, and can take in around 450.

Bob Roltner m.c.'s and gets a salvo as soon as he steps on floor. He has soon as he steps on floor. He has in 10-girl line, lookers and smart steppers. This intros Mitzi and Al Diamond. who mike 'Knock' Knock' with some local touches that ret laughs. They finish with a fast tabsings blues in deep contralto to a handsome reception. Maybe m.c. shouldn't have told 'crowd she had a cold, her voice being what it is. Roltner sings Tadies from Hell' and line enters against a backdron infernal rerions. They step out as the 10 greatest feminine lovers of antiquity, a fine opportunity well exploited to display gal stuff and opulations.

antiquity, a nise sphortunity weit exhibited the display gal stuff and opportunity of the stepology, and then Ernie Mack in impersonations. He draws the hand of the evening. Roltner in again with medlev and good baritone rendering of Glory Road. Line back in black feathers and little else while Roltner marshals all acts in a shouting the stuffer of the state of the stuffer of the state of the

VERSAILLES, N.Y.

Grosvenor House Cabaret (LONDON) London, Sept. 25.

(LONDON)

(LONDON)

(LONDON)

Sophie Tucker is still at the top of the heap of American artists who have come over to this country. She have come over to this country. She have come over to this country she have come over to this country. She have come to the total successfully than any of the others whose names come to mind at the moment. When she opened at Grosvenor House cabe occupied and hundreds turned away. Reservations had come by wire from the continent and the crowd was a smart one.

The moment of the country of the continent and the crowd was a smart one.

Your Welcome' number, and then sang 'I'm Strictly a One-Man Woman, 'The Concert Performer.' I Picked a Pansy,' then a parody of the continent and the country of the cou

won't try it again.

Guy Lembarde had another 'opening' at the Roosevelt. Hotel. N. Y.,
last Thursday night—his sixth here.
That makes him one up on Ben
Bernie, once a fixture and quite as
stockholder of this hostelry there.
E. C. Fogg was the Tanagamenthing
like that came along. Berman G.
Hince has since been doing a good
commercial job in general with the
Roosevelt and, judging by. Lombardo's pace, he'll do all right at the
grill once again. Per usual those
Lombardos' rhythms, with Carmen
vocalizing, and the general sweet-hot
style looks to put this hotel on the
map all over again with the kids.
The 4 Esquires is a new unit with
the Lombardos.

Eddle Lane's band bows at the Vanderbilt hotel, N. Y., Oct. 9. Dean Goodelle and Jean Farries, terp team, are with band.

MONTPARNASSE, N. Y.

What may be significant is this East 79th street and Madison avenue nitery, the Montparnasse, which, unlike the Left Bank's characteristic frugality, is anything but that. It's not lavish or expensive, but lost and amply mirrored, with a thoroughly midtown air and flavor. Its significance lies in the thought that perhaps this is beginning of another new trend—the nabe nite another new trend—the nabe nite thestree, from shooting galleries they've become de luxers. From just the nabe saloon, why not a nabe class spot?

theatres, from shooting galleries they've become de luxers: From class spot of the second of the sec

restaurant with a \$2.25 table dinote, no couver or minimum any time and when you ask for a drink they bring the bottles to the table just to prove it's on the up 'n' up. And they have also proves that they're small showmen-restaurateurs. "Abel.

BARBERINA, BERLIN

Berlin, Sept. 25.

BARBERINA, BERLIN
Berlin, Sept. 25.
This charming nitery, built in rocco style and noted for its genial satmosphere, has gone through heetic the depression, when American acts like the Bon John Girls and the Hollywood Red Heads were booked right from the Whitespatten act like the Bon John Girls and the Hollywood Red Heads were booked right from the Whitespatten act light from the Barberina and the Ambassadeurs and trouble started. Budget was too beavy, times had changed and the courts got busy the Barberina the Whitespatten act light from the Whitespatten act light act ligh



SPIKE

HARRISON

BILL'S GAY NINETIES

Marque and Marquette Headlined at

CASINO DE PARIS, PARIS Music Corporation of America

MEET YOUR FAVORITE STAR OF STAGE AND SCREEN AT MIKE FRITZEL'S

CHEZ PAREE

CHICAGO

VARIETY

Excellent Vaude Bill and Poor Operetta on Combo London Bill

Kurt Robitschek's new policy at the Victoria Palace, London, Sept. 28, 38.

Kurt Robitschek's new policy at the Victoria Palace is in two parts: from the Victoria Palace is part of the Victoria Palace is an operation of the story of Pygmalion and Galatea.

Latter, half is where the manager's name appears as one of the three anothers of the original book and the story of Pygmalion and Galatea.

Latter, half is where the manager's name appears as one of the three anothers of the original book and the story of Pygmalion and Galatea.

For the London production, Douglas Furber has been added to the list of contributors to the book, and the Suppe. A more pointless and wildess concection has not been offered Londoners for many a day. It contains, among other things, a scene in which Venus lures Societas from his bathtub, wrapped only in a large in crudely vulgar fashionsage him crudely vulga

Act after an executive costumes, and one of the early fact times and one of the early fact times that does not call for favorable comment.

Opens with the Buxtons, a pair of comedy acrobats with a voutine done ago in much letter fashion by Roth and Shay. Followed by Lai Four's Chinese Wonders, including the Taka Sisters, clever and youthful oriental acrobats, jugglers and con-Brand Comment of the Comment of

herself. This closes the first part and, if Robitschek has the courage to cut out the entire second half, giving the principals of the first part additional opportunities, he will have a twice nightly show with which it will be extremely difficult to compute.

will be extremely difficult to compete.
Payroll, as at present allocated, is estimated by those who should know as a \$9,000 weekly hand-out. A goodly portion of this could be saved by elimination of the second part, avoiding the walking out of no small percentage of the audience.

Jolo.

MUSIC HALL, N.Y.

MUSIC HALL, N.Y.

Nothing very pretentious nor impressive about the current stage show here in support of Craig's Wife (Col) and it rum only 36 wife (Col) and it was taged by Leon Leonidoff in four scenes, last of which colorfully depicts the Little Church Around the Corner, Other three seenes are much less calaborate, one being merely of Natural History as background for Walter Williams (Maria Maria Mari

In the simply produced platform dis-play. While six girls are billed for the opening number, scene of which represents a row of brownstone fronts with practical entrance, they are obviously from the ballet corps. Those getting billing for minor bits include Polly to the Schemer of the produce of the produce of the second polly to the second produce of the all have short toe assignments, rest of the ballet coming from the brown-stone fronts later on for a group-routine. On the second polly in the second portion as sandwich men. As

stone fronts later on for a group rough of the country of the coun

filler.
Business fair Thursday night (1).

ST. LOUIS, ST.L.

St. LOUIS, S.T.L.

St. Louis, Oct. 2,

While natives are not breaking
down portals of St. Louis heatre,
where Fanchon & Marco's combo
policy is in fifth week, audiences like
stage shows, if applause is a criterion, and current bill lise on Hose
to the stage shows, if applause is a criterion, and current bill lise on Hose
does a climate his property and
does a climate his property and
does a climate his property and
does a climate his company
does a climate his company
does a climate his company
current program is made up of
four acts in addition to Roxyettes
and Freddy Mack, mc., and provides 53 mins of entertainment that
as mart precision tope skipping routine and then give way to Ray
Vaugh, He bats out some nasty pop
numbers on his xylophone and does
a tap dance long with it.
Rodney and Gould, tall and short
pair of dead pan nuts, put over as
comes half of Roxyettes for a Spanishroutine, preceding Armida, Mexican hotchaist, who warbles in two
languages and lures customers into
singing a kiss song with her. She
dance in which line join Spanish
Mack and his tooters follow with
their usual community sing. which St. Louis, Oct. 2.

dance in which line joins.

Mack and his tooters follow with
their usual community sing, which
is growing in popularity. Then
comes that hardy perennial. Senator
Murphy, who expounds on the presidential race and closes with a straw
vote obtained by audience appliause.
This audience went for President
Roosevell.

On screen is 'Sing, Baby Sing'
Od run) (20th-Fox). Schu.

ROXY, N. Y.

ROXY, N. Y.

Pot-pourri of nothing very much here, but passable entertainment, charteness of the property of t

next. Standard vaude comedy act, and good. Perhaps it is time after lot these many years for Hyde to find some means are tryed to find some faces, what for? Where's he going to use it? Anyway, it's the only comedy on the bill and okay. That calls for the finale, again with Collins and Miss Gae. Again costuming and routining of the girls highlight.

The collins and miss Gae. Again costuming and routining of the girls highlight, which was not be considered to the short of the short o

STATE, N.Y.

STATE, N. Y.

"Last of the Mohicars' (UA) is the film thin week."

It is the Mohicars' (UA) is the film thin week. Dut after three-weeker run at the nearby Rivoli on Broadway it couldn't have been the deciding factor in the sellout bir. Friday night at the State, it must have been the stage show the stage show they of the stage show the

SHUBERT, NEWARK

Newark, Oct. 5.

Newark, Oct. 5.

Vaudeville made another ohe-day stand in Newark yesterday (Sunday) and the Shibert was again packed to the stand in Newark yesterday (Sunday) and the Shibert was again packed to the standard of the standar

with presented routine dancing with nothing new offered. Lillian Kenny, vibrant little miss with a big voice, handled several Spanish numbers and the several Spanish numbers and the several Spanish numbers. Doyle and Donnelly, two young men with plenty of personality, were clicking strong till they presented the age-old burlesque partonine bit the age-old burlesque partonine bit with the seltzer bettle climar. Done 10 times by actual count last season at the Empire burlesque. Spivia Manon and Co. are distinctly continental in their porcelain clock act three acrobats who swing her through the air to the accompaniment of two femme singers.

Hennie Youngman is the deverty. However, it is high time mc.'s realized that forcing the audience to appliaud every act over and over again is not only out-dated, but at times very unopular. The audience realized that forcing the audience to appliaud every act over and over again is not only out-dated, but at times very unopular. The audience realized that forcing the audience realized that forcing the audience to appliaud every act over and over again is not only out-dated, but at times very unopular. The audience realized that forcing the audience realized that forcing the audience to appliaud every act over and over again is not only out-dated, but at times very unopular. The audience realized that forcing the audience re

STATE-LAKE. CHI.

Chicago, Oct. 4.
By a long series of experiments, of trial and error, they have proved to their own satisfaction here that the ordinary vaudeville show hasn't the shows. Take the same vaude show and dress it up with production, a couple more girls and a good, snappy title, and the gross will rise several thousand dollars. The simple expedithousand dollars. The simple expedi-ent of calling the show a unit, with the inference of flash in costumes, production and girls, means higher

production and girls, means migner grosses.

This show, which is strictly a house-built affair for a one-week stand, is labeled Continental Gale-ties,' and it's one of the poorest shows, ever caught in this house. In the entire layout only one act scores. That is Steve Evans, who next-to-

ties," and it's one of the poorest shows ever caught in this house. In the entire layout only one act scores. That is Steve Evans, who next-to-Evans does his regular impersonation rotitine and every one socks. Finishes' regular act with drunk bit and it was a smash at show caught, he can be seen to be seen and then an encore before they'd let the show continue. Evans has played this house several times before, but never did such a job. With all due competition for honors this time. Business was absolute capacity at the last show on opening day (Saturday), and yet the other acts on the bill laid hen fruit alt over the place of the west of the state of the state of the west of the state of the

ine this week, tossing republic. Good flash, especially the fan number.

Picture is 'Postal Inspector' (U).

Gold.

PARAMOUNT, L. A.

Los Angeles, Oct. 1. The two years that have intervened since Jimmy Starr, Los Angeles Herald and Express film columnist, last appeared as a stage atraction, have done little to help the chatterer improve his value bac the footlights. True he does bring to the stage some gratis guest artists whose presence saves the turn from

LOEW'S, MONTREAL

iaps and the brothers return for a straight strong man turn that is socious and the brothers return for a straight strong man turn that is socious and the straight strong man turn that is socious and the straight straig

TOWER, K.C.

TOWER, K. C.

Kansas City, Oct. 2

After several weeks of pretty bud
shows this house has apparently coordinated its new regime into a
workable unit. Currently the bill is
up to the house standard. Pic is
The usual lack of getting things
off to a good start is still here. Line
which has been shawed to eight,
but with four boys added, flip a
football about and call off the names
football about and call off the names
Could have been whipped into betcould have been whipped into beter shape.

football about and call off the names of college tunes the band toots. Could have been whipped into better shape.

In the state of the

MET, BOSTON

MET, BOSTON

Boston, Oct. 2.

Marquee lure in this week's stage offering, are Dick Merrill, round-trip Trans-Atlantic Syer, and Al Room, Askinding the properties of the properties of the process of the properties of the properti

mental trio.
Screen: 'Wives Never Know' (Par).

HIPP, BALTIMORE

Baltimore, Oct. 2. Since it remains the sole vaude has evidently sought to hike up the number of acts. Current show possesses no less than 10—more than any lineup since two-a-day d up.

hriveled up.

It's an excellent show, with only

mudgy mark on its sheet that of smungy mark on its sheet that of being too long in running 72 min-ties. Opening performance on Fri-day swelled to 96 mins., but by time day swelled to 96 mins, but by time show was caught, final performance that evening, time was boned down to the hour and 12 mins. An idea of jist what sort of entertainment it is can be gleaned from fact each act sprinted on, did the score of its best work, then scooted.

Eddie White (he has played here 12 times in less than four years), iless than four years).

Badie While (the has played here 12 times in less than four years), dynumaiors the parade as me. He's limited to one gag every other intro of an act and in, his own slot propose interlaced via their titles for the laft levying. Being a performer whose forts are those long, rambling yarms about Hebe dislecticians, he was a being a performer whose forts are those long, rambling yarms about Hebe dislecticians, he was a being a performer whose forts are those long, rambling yarms about Hebe dislecticians, he was a being a performer whose forts are the same the same and the s

ponese mat tunione...
perts,
Feature is 'Follow Your Heart'
(Republic), Standees lower floor
Friday night.

Bert.

Modern Playhouse, N. Y.

Located in a cheap rent district is the upper reaches of Third Ave, the Modern has hung out its banner as the conty all Hungarian pic and the conty all Hungarian pic and presentation is not better thing it a bit, but at least they've an mac. He gets up in between showing aught (24) he had good that cheen the sheets and good that the sheets and the sheets of the Hungarian film, Hungarian

their computations they've come to the conclusion that now, more than ever, there's coin in foreign language films. The superficial paradox is really only superficial.

The superficial paradox is really only superficial.

With the superficial paradox is really only superficial.

With the superficial paradox is really only superficial, with the superficial paradox is really only superficial, with the superficial paradox in the superficial paradox in the superficial paradox is superficial paradox in the superficial

long enough to teach 'em), the racial curiosity can, so think the entrepressive be attished by showing 'em'. And they don't depend on the old-stors. They want strictly the younger trade. Propaganda to that effect is being manufactured is being manufactured in the strictly showing the showing the

AMBASSADOR, ST. L.

St. Louis, Oct. 3. A new idea in stage shows revived at Fanchon & Marco's downtown deluxer Friday (2) struck a responsive chord, according to audience applause, and continuation of shows such as one presented currently is certain to bring back halcyon days when Skouras Bros. mopped up at same house with combo policy. New

same house with combo policy. New policy is similar to pit band policy at N. Y. Paramount.

With 20-foot klosks erected at each side of proseenium giving entrance to the proseenium giving entrance to the proseenium giving entrance for the proseenium giving entrance to the proseenium giving etc. as small space prohibits dancing and acrobatics. A permanent set has been placed in back of tooters and almost completely hides curtain when band platform is raised,

inem set has been placed in bock of looters and almost completely hides to looters and almost completely hides. As band, batoned by Paul Ash, who also serves as m.c. rises to stage level, George Byron, formerly with NEC in New York, assumes role of level, George Byron, formerly with NEC in New York, assumes role of level, George Byron, formerly with NEC in New York, assumes role of level, George Byron, formerly with rolid station of the New York of the lettins through co-op with radio station of MMOX, local outlet for CBS. Two sets of Byron's news releases come after last edition of afternoon rags is on street and is good information and the set of the letting of the last of the la

COLONIAL. DETROIT

COLONIAL, DETROIT

Detroit, Oct. 2.

With one exception, this Class B house harbors a good all-around show currently. Abetted by couple of mediegs by Boyd Senter's six of mediegs, plus white male tapper, puting, by the six of the six

Unit Review

PARISIAN FOLLIES (ORPHEUM, LINCOLN)

ACTS NEW

COLONIAL, DETROIT

With one ecception, this Class Back the barriers of the bar

INDEFATIGABLE CHARLIE
Viennese Songs
I Mins.
Enter Seris, N. V.
Inteleating ble Charlie' is a curious
billing for this young and personable Viennese singer, an engaging
young man whom the Maisonette
Ruse of the Hotel St. Regis ballyhoos
as 'One of King Edward's Entertainerz, predicated on a vogue with the
was in Paris and Monte Carlo.
Charlie sings Viennese ballads in
an engaging and pleasant little
tenor, and even if they're all in
three-quarter time and in the
nelly sold that Charlie gets over
with anybody. The 'indefatigable'
part-comes from an infectious and
enthusiastic personality and a willingness to go on and on, but better
judgment prevails and he does not.
Hot's different and for a service of the concomplete of the control of the concomes from an does not be concomplete of the control of the concomplete of the con

DICK MERRILL (2)

DICK MERRILL (2)
Talk in S. One eston
Meteropolitan, Beston
Presented as an aviator and net as a vaudevillian, with the able assistance of Roland Winters, Hub free-lance cadio amouncer, so the second of the secon Talk 12 Mins., One Metropolitan. B

to show that the eustomers were pleased, if not excited.

DON CUMWINGS
Rope. Comedian
Radibow Room, N. Y.

Don Cummings is only new on a nite club floor. The roping comedian, since John Roy, managing director of the Rainbow Room, found that ping pong players are good but floor to the Rainbow Room, found that ping pong players are good but floors up in Rockefeller Center, was booked in as a novely. The freakier the novelty, it's a good hunch that the better is its chances for clicking. The Tuth Aarons-Sandor Glancz table the state of the control of the con

KEITH CLARK

KEITH CLAEK
Magician

5 Minas Eddier, N.Y.
Lespite his Anglo-Saxon name,
Keith Clark is introd as Continental
and spiels with a decided Gallie
flavor which is good showmanship
and color for his cigaret and handwith the state of the state of the state
white the and fails worker, personable, and commands attention for the
cigaret palming stuff, which is rather,
familiar by now,
the knotted handkerchiefs are more new hereabouts
and are enhanced by Clark's studied
mispronunclation of Rinois as 'nuts.
There is some play on the word
fluts, olday for an interry which the
must be compared to the control of the
manipulations of the knotted 'kerchiefs. The pseudo-expose makes
for a nice and strong top-off.
Clark is okay for any type nitery,
and the classics the better. I leon
to Eddie's he was a big click.

EDNA PRRICO (1)

EDNA ERBICO (1)
Songs 6 Mins.
Leon & Eddle's, N.Y.
Edna Errico is a conventional mike
songstress, halled as from Chicago.
She has a planist for her pope which,
apart from being a bit specially are
part from being a bit specially are
construction and delivery. Songs are
'Shine,' You Let Me Down' and
Basin Street Blues.
In the current scheme of things, in
the niteries, Miss Errico makes a
serviceable No. 2 act on the average
layout. It's her Broadway debut.
Abel.

Featured in the finale are Betty Smith, Florence Drake (rope skipper) and Lawson and Gordon.

As a break between novelty units of the circus type which so often come in on this time, the Follies will be a hit. It should do average will be a hit. It should do average will be a hit. It should not not be a suppersistent of the company of

'Diggers' Plane Bally

Hollywood, Oct. 6.

Hollyword, Oct. 6.

Emulating the bally train ride of '42nd Street,' in 1933, Warners has chartered ade luxe airplane to carry 16 dancing gals from 'Golddiggers of 1937' across the continent. Plane will hit the keys simultaneously with pelease of dlim.

Studio plans to cover the nation in

S D

4

-

Variety Bills

NEXT WEEK (OCT. 9) THIS WEEK (OCT. 2)

Numerals in connection with bills below indicate opening day of show, whether full or split week

RKO

ROSTON Keith's (8). Cuban Foilles Milchell & Durant Junsleys Jansleys
(1)
Follow the Slars'
Oliver & Churchill
Joan Marsh
(HICAGO
Falace (9)
H'wood Hotel Rev
(2) Shooting High CVEVELAND Palace (9)

Lucky Boys

Virginia Bacon Co-Johnny: Perkine Salici Puppeta Alice Dayen Noble Silesie Occ Pops & Louie Bija Mae Waters COLDURIUS Folie Patiletano SCHENECTADY Keith* (3-10) N T-G Rev Keith* (1-13) Centenniai Foliles

Loew

NEW YORK CITY
State (9)
Don Lee & L Ray
Fannyboners Familyboners
Barbette
Barbette
Bobby Pincus
Don Redman OraGrand (8-12)
Smith & Raynor 2
Myra Nach
Brown & Ames
Dick Don & D
4 Comets

BRIDGPPORT
Malestic (9)
R PRINCE (9)
R PRINCE (9)
Major Bowes Bd
WASHINGTON
Edda Ballete
Neil Leity
Pritchard & L
Kitty Simon

, DR. JULIAN SIEGEL mount Bidg., 1501 Bway., Sulte 20 Telephone CHickoring 4-5097

Paramount

NEW YORK CITY 2 X Sia Morton Bowe Snandor Abbott & Tanner Harris (Co. Harris (Paramount
E. Madriguera
John Steel
Maxins Gray
Jerry Coe
Ray & Trent
Mozni BOSTON
BOSTON
BOSTON
BOTON
S Apollon Co
HUFFALO
BUIGATO
BUIGATO
CHICAGO
Chicage (9) Chicago (9)
Eddie Peabody
Gloria Gilbert
DETROIT
Michigan (9)
Howard & Sbeldon

John Boles Shooting High U MONTREAL LOOWS (9)

MINTREAL

y Loew's (9)
Red 'Skelton
Gehe Haziett
Maxellos
Elaine Arden
Girls
Morton Downey
TORONTO
Shea's Mipp (9)
Blackstone

Warner Don Bestor Ord

WASHINGTON
Earle (9)
Red Nichols Oro
Rerbette Barbette
Vox & Waltere
C'mpbeil's Royalist
Paul Draper

Independent

CHICAGO CHICAGO
Chicago (10)
Paul Nolan Co
Bo Brumnels
3 Marvels
Fred Allen's Stars
James Alexander
COLORADO SP'GS.
"Itle (0.10) Follee D'Amour GREELEY, COLO.
Sterling (13)
Foliles D'Amour

INDIANAPOLIS
Lyric (9)
Ted Lewie Bd
Radio Aces
Edna Strong
Nascha Nascha Snowball White HANSAS CITY, Tower (9) Bud & Buddles Tower (9)
Bud & Buddles
Ferry Corwey
Ward & Milford
PUEBIO, COLO.
Main (12)
Foliles D'Amour

London

Week of Oct. 5 Canterbury M. H. 1st hnif (5-7) Enetern Bros. etern Bros rnardi 2d hulf (8-10) mee & Godfrey se Elton

2d n...
Rence & Godfre,
Gue Elton
Dominion
Troise Mandollere
New Victoria
Rawicz & Landaugr
GHADWELL. H'TH
Palare
Babes CHELSEA

CHELSEA
TOOK LATTON
HINK
MUSCITE OF A
EAST HAM
Fremiler
Fremiler
EAST HAM
FREMILE
EAST HAM
FREMILE
EDUT GRANT
HATVART ROVE
EDUTON
KINDIES
LOVANDA
LOVA

Mona Carlo Levands Leslie & Lewis HAMNERSMITH Palice

Marborough Morey & Govier Mass & Tori Mass & Tori Granda

ISLINGTON
Bine Hall
Jet half (5-7)
Ronee & Godfrey
Gus Elton
2d half (5-10)
Eastern Bros
Bernardi

Bernard
KILBURN
Gennee
Harverd Boys
LEWISHAM
Palace
Al Sandler S
LETTONSTONE
Rouleile 3
Lee Donn
NESS

NEW CROSS 3. Edmund Boys
PECKHAN
Palace 3 Edmand Boys SHEPH'RDS BUSH

Palace
P & M Hourl
STANFORD HILL.
Regent
Morris & Cowley
Masu & Ruri
.STREATHAM
Falace Palace.
Geriys & Lvdin
Serge Krish Orc
Robt Naylor
STRATFORD
Broadway

Serge Krish Oro Gerlys & Lydia

Robt Naylor:
TOTTENHAM
Pulsee
Musetto Orc
TOTTENHAM
COURT ROAD
Paramount

Michel & Hero WALTHAMSTON Levanda

Songs from Fil

Russ Morgan Ore Illiano

atel Commode Motel Commodore
Mal Hallett Orc
Emily Van Loesen
Paul Duke
Paul Gordon
Maurine & Nova
Hotel Edison

Provincial.

Week of Oct. 5 of Oct. 5
ULOUOSSTER
Do Lauxe
Ardane Sis
3 Calores
Jack Stocks
HOUNSLOW
Anna Rogate
MINGSTON
Regal
Archie Juve Ba
Arrole Ba
Arvels Ba
Arvels Ba
Arvels Chemon Ba
Allrado Occ ABERDEEN
, Tivali
Bell Broe & C'rmsn
Chesler's Dogs
Percy ValCARDIFF
CARDIFF

Capitel Billy Cotton CLAPHAN Grand
Jackson Owen
Jay & Cullen
Anna Rogers
Dilabury
Capitol
Bower & Rulh'rf'rd

Arconas
Feed Dosh
Liplon'e Debs
EDINBURGH
Regent
1st half (5-7)
Avlie & Francis
2d half (8-10)
Leo Curtie
ELITHAM
Palace
Sulvestar, Nanca

Palace
Sylvester's Nophew
Bennett & William
Florence Oldham
Clifton & Velette
FALMOETH
Grand

ALMOGEN
Archle man, Archle man

Cabarets

NEW YORK CITY

Bill's Gay 90's Mina Oilvette
Murray & King
Edna Sedgewick
Joan Merrill
Lydo, Sue
Jean Landis
Marion Martin
Del Caelno
Archie Bieyer Orc
Arthur Warren Or Bill's Gny 90's
Jerry White
Joseph E. Howar
Arlbur Behim
Rill Lorraine
Ed Furfnan
Ether Glibert
Frank Russell
Bob Bigelow
Larry Lee

Club Guncho
Dimitri & Virgli
Carlolta Montez
Nanette Vallon
Lite & Mengol
Marguerita-Cueto
Gloria Alvog
Ramon Carroeco
Gauchos Club Guucho Motel Asier
Vincent Lopez Orc
Beauvel & Tova
Fred Lowery
Gloria Whitney
Stanley Worth
Robert Lyteli

Coq Rouge Irwin Gilbert. Ord Tisdale 3

Berry Bros Kaloah Henri Wessels Katherine Perry Anne Lewis Dynamite Hooker Tramp Bd Whyte's Menlace Brondway Jones Wen Talhert's Chol Bahama Dancere Arthur Davy Oro. Cab Calloway Oro

Bobby Hayee Ore Gypsy Lee Ralph Torres Jane Dover Lou Valera Hotel Essex Hou-N Brandewynne Maxine Tappin Dick Stone Claire Eujenie Jack Dempsey's Eddle Elkins Ord Agnes Anderson Hotel Fifth Ave

Diffino Vera
Mona Montes
Dolores & Candido
Rosita Rios
Los Havaneros
Don Alberto Ore
ABC Trio

H McDaniel's Orc Hotel Lexington Ozzle Nelson Orc Shirley Lloyd El Morocco Ernie Holst Orc El Torendor Motel Lincoln Dick Stabile Orc Los Oledas Don Gilberto Ore Hotel McAlpin Enoch Light Ore Beth Wilson A Gonzáles Ens Hotel Montelair

French Casine
Folies D'Amour
Anne Live
Elly Arneity
Ballet Buderswiser
Barry & Beetries
bolyka Ziker
Orena
Gillson Co
Cenda Glenn
Koubek Hotel New Yorke Motel New Yorke Will Hollander Or Frank Bessinger Will Osbotne Ore Dick & D. Rogers I Rhythm Gents 3 Randall Sts Mnuya & Drigo Bill Steele Koubek Menorcus Rona Riccardo Maria Tomata Tanlel Fingcomia Tyber Lou Bring Orc Hotel Park Conir

Hotel Reals Conjume Caline Chin Caline China Chin Dick Messing Conference China China Hotel Pennsylvinin Berning Goddman Sal Penning Goddman Sal Penni Hickory House Mike Riley Bd Farley H'lyw'd Resia Flarry Richma Jack Waldron Iris Adelan

Motel Plaza Eddy Duchin Orc De Marcos Hotel Roosevelt Hotel Roosevelt
Guy Lombardo Orc
Hotel Elix-Carlton
Arman Vecasy Orc
Hotel Savoy-Plaza
Dwight Fiske
Emile Petti Orc
Hotel Shelton
Bert Darcy Orc

Hotel St. Mort Marisone
Joyce Coles
Guido Zanette
Charile Wright
Ron Perry Oro

Hotel, St. Regis (Matsonette Busse Olga Vadina Charlie Borle Olga/Vadina Chafile Boris Belostozky George Orda Tasha Nazarenko Agnes Roy Sultan Mesoako Peter Lischenko C Codolban Oro (Iridium Boom)

Emil Coleman Or Mrs A C Forbes Hotel Taft Hotel Tait
Geo. Hall Orc
Doily Dawn

Hotel Waldors
Astoria

Michael Zarin Orc
Hugo Mariani Orc

Hugo Mariani Oro Krejchma Simeon Karavaefi Dorla Ricco Tilona Gabrielle Archael Michon A Stevanovsky Nicolas Mattley Or Nicolas Mattley Or

Nicholas Mattley Or Le Mirage Frances Maddux La Rue Joseph Zatour Orc Leon & Eddle's Eddle Davis Zeo-Zee Keith Clark Keith Clark Kona Errica Joyce & Freddle Della Carroll Rubber Legs Wil-llams

llams Wm Farmer's Oro Sophieticates Oro

LOS ANGELES

Bruz Fletcher Charles Morris Beverly Wilshire Viola Von Larry Les Ore

Biltmore Bowf
Moore & Revel
Frosper & Maret
Frosper & Maret
Bilts, Lewis & Ash
Harry Fords
Fred Wyne Reseals
Jimus Grier Ore
Bile Boom
Naomi Warner
LaFeyete & LaV
Chude & C Stroud
Jimus Bittick Ore
Cafe Casmova
Billr Gray

Pacific Sunset Cl Gypsy Glenn Carmen Felt Millie Gray Tommid Jones Wayne Wise Oro Palomar Judy Janis Bobby Harrison Allcia Caroni & Hudson Metzger Phil Harris Oro Cafe Camova
Billy Gray Jerry Bergen
Itope. Taylor
The Theodoras
Jack William Ore
Cafe de Farre
Marion Jackson
United The Theodoras
Jackson
Tackson
Tac

Phil Harrie Oro
Paris Inn
Quintas & Mona
Rady La Tosse,
Rady La Tosse,
Henry Monnet
Hugo Marchetti
Thora Maithalson
Dominic Colombo
Kimi Fugi
Yyonne St. Claire
Elaine & J Dovere
Pete Cohtrelli Orc

Pete Controll Orc
Pirrone's
Murray Peck
Bonnis Lind
Wylle Webb Orc
Seven Seas
Lily Gibson
Charita Alden
Lounie McIntire Or

Stan Clair Ore
Clover Club
Illomay Balley
Ramon & Reulta
Lee :Sime
Bob Grant Oro
Covenant Grove
Jan Carber Orc
Gower & Jeanne
Dorothy Gray
Sergo Tekar
Contest Buckley
Lee' Pore
Bill Roberte
Ganno & Bruchter
Ganno & Bruchter El Mirador,
Gagnon & Br'ught'n
I Cappo & Knight,
Tiny Hogan
Waiter Wings Orc

Esquire Clab
Dawn Merydith
G Rennie & P Riat
Dobutantee Orc

Frances Fay
Frances Fay

CHICAGO

Roma Vincent JiMne B. & R. Ambrors Louis Prima Orc

Jimmle Savo Georges Metaxo Jiendinger 2 Hetty Bruce Henry Busee Orc

Club Alcham
Virginia James
Eithe Burton
iternard & Henry
Millient DeWilt
Ari Williams Villiams
Pauddy Leeter
Bubble Mattifs
Silly Jove
Adelina, Dossena
Jorry Olideh Ore
Colory Club
And Springer
And Springer
Adelina, Dossena

Stanley Johnston Stanley Ogle Billy Dieyers At Wagner Art Ruckley Austin Mack Orc Rocky Ellsworth

Wille Shore

Dale Winthrop Hotel Sherma (College Inn)

Paredy Club

Phil Keye Molly Manors Marsha Bennett Bobbie Clark Henry Simmone: Freddy Janis Ofo

Freidy Janis Ofo

Vanity Fair

Eleanor Leonard

Jerry O'Dell

Danny Livin Oro

Via Lago

Arturo & Evelyn

Buddy Raiph

Stan Carter

Yacht Cinb

Keller Sis, & L Johnny Wella June St, Clair Mickey Braatz Paul Olsen, Nino Rinaido, Oro. 885 Club

Susana Cantu Ramon Arias Oro

Silver Lake Inc Mickey Familia Beth Challia Barbara Ray

Barbara Belimo
1214 Spruce
Freddle Parelse
3 Racket Cheera
Lee Bartsll
Jimmy Blake
Jean Deli
Melba Beaudra:
20th Cent'ry Ta

20th Cent'ry Tavers
Bobby Berpard
Ozzie Weile
Bill Balley
Bill Balley
Gretchen
3 Enquires
Billnore Sten Oro
Ubangi Club
Frankle Fairfax Or
Janny Hudgins
McLane & Roes
Mack & Mack
Sonia

Sonia 3 Drifters Alberta Prime Milton Murdock

Walton Roof Leo Zollo Orc Ray Parker Gaby Lealle Julia Gerrity

Julia Gerrity
Weber's Hofbrau
(Canades)
Louis Chalkin Orc
Eldoradians
Marino & Mona
Bothon Golden
John Rothaus
Elsa Hart
Sidney Golden
Carmen d'Antonio
Joe Romono
Vorktown Tayern

. .

15 YEARS AGO

(From VARIETY and Clipper)

N. Y. State Board of Censorship running short of funds. Was taking the state's \$40,000 appropriation in addition to fees, but still in need.

PHILADELPHIA ...

Oharita Farrell
Verentile 3
Gene Foediel GroOwar Onlo
Situm Signal and
Signal Signal Signal And
Signal S Hoiel Bismarck (Walnut Room) Ted & Mary Taft Gretchen Lee Phil LeVant Orc Hotel Congress

Hotel Drake (Silver Forest) (Silver Korest)
Pat O'Malley
Ray Campbeli
Gower & Gene
Dick Jurgens Orc
Hotel Edgewate
Beach
(Beach, Walk)

(Beach, wain, Crawford & Caskey Miokey Braatz Van Cello & Mary Barnie Cummine Or Hotel Localle (Blue Fountain Room)

Room)

Bob McGrew Oro
Hotel Morrison
(Terrace Room)
J & E Torrence
Ted Flo-Rito
Janie Williams
Jackle Green
Muzzy Marcellino
Stanley, Hickman
2 Debutantes

Stanley, Hickman .

2 Debutantee
Titan 3

Hotel Falmer Hous
. (Empire Room)
Little Jack Little
Raoul & Eva Reye
Ruth Aarons
Sandor Giancz

Anchorage Inn Milton Kellem Ore

Arcadia Int'l

Wayne King Oro Phil Stuart Barbara Blane Rita Lester Manya & Drigo

Colony Club George Clifford Jay King Helen Benton

Embassy Cinb
Marion Bargeron
Jeanne Kelly
Ray Stiles
Ann Stephene
Monkey Sbiners
1522 Locust

Stork Club
Max Berger Oro
Ubangt
Gladys Bentley Rev
Kalser Williams Or
Versallies
Benny Fields
Gall Gall
Meadowbrook Boys
Clemente Ed Village Ba

Rainbow Room Bay Nobie Orc Shella Barrett Gomez & Winona Don Cummings Al Bowily Sydney Ross Evglyn Tyner Nano Rodrigo Bd

Riviera Irene Beacley Barto & Mann Edith Roark Cardini

Cardini 3 Wiles Ralph Watkins Stork Club

Larry McMehon Milt Mann Ore Serrannes Helen Miller Zeb Carver Co

Believue-Stratfo (Planet Room)
Meyer Davis Ore
Ben Franklin Hot
(Georgian Room)
Mod Jane Orc Gordon Davis Mary Roan Jimmle Lee Kearns & Reed Benny the Bum's 3 Octavse Isabelle Rook Joe Tobin Dotty Mollinson

Tacht Club Red McKenzie Bd. Nan Blacketone Floria Vestoff Tracy Gale & L 3 Peppers Baby White

Candy & Coco Tommy Riley Tony Yanie Jane Jones' Little Club Jane Jones Gladye Bagwell Helen Warner Frank Gallagher Jeanne Keller

1523 Locust
Bubblee Shelby
Grace Mannere
Florence Hallm
Randall Sie
Ann Rush
Mary Hnbbard
Grace Briccome
Little Erpy
3 Kings Jeanne Keller Melody Grill Charles Bourne Omar's Dom Marjorle Milward Kathleen Miller Galante & Leonardo Kearney Walton Or Facific Sunset Club

4 Morsemen. Club
Barney Zeemon Orc
Jerry Blanchard
Nila Taylor
Marion Kingsley
Tad & Saily
Frank Falumbe's
George Red
Alice Lucey
Mitzi Groff
Pablo
Dorrothes Dorne
Barbleri & Carlita
S. Neffe
Bobby Morro Orc
Bobby Morro Orc
Hotel Adelphia

Hotel Adelphia (Cafe Marguery) Barold Knight Orc Vincent Rizzo Orc Ross McLean Violet Love

Matiorie Sparke
Bernico Tarrington
Bernico Tarrington
Emily Winsette
Arnoid Sis
Leon Rice
Arnoid Sis
Leon Rice
Trendero
Phil Ohnan Oro
Georgio Tapps
U-Gene's
Barbara Bach

Reported the Oberamergau Pas-sion Play would be filmed. Idea was to promote German films abroad, but deal fell through. Producers were threatening to quit Los Angeles because of the strictness of local censorship. Still there and still threatening. Leo Young
Stefano & Serana
Bohn 3
Dorie Strickland
Alice Denvit
Rose Ann
Ray Dixon
Horbic Redcii

Shuberts put Marie Dressler in for headline in its vaude shows. Doing bits from Winter Garden, including the burlesque of the Barrymore with the plump star as Ethel. A knocker-outer. Gny 90's Henri Keats Oro Joan Clark Skilppy & Marie Colleen Geo De Costa Lew King

Grand Terras Irene Bordoni trying out a new act with Leon Varvarra. Singing 'My Man' in French in opposition to Fannie Brice's English version. Harry's N. Y.
Caburet
'Tex Morrissey
'Hank the 'Mule' Hnna Yvette Eddie Frey Wanda Kny Wanda Kny

Colonial, N. V. had a new manager and once more the gallery was out of hand. Tough mob hurt, the enjoyment of the better, paying clients.

which was a long time then. Bill also offered Gertrude Hoffman, Lea Carrillo, Edith Talliaferro and strong support. Gollege Inn)
George Giver
Gerirado Hoffman
Gaisary Broe
The Nagytys
Harriett DeGoff
Rufe Davis
4 Rbythm Giris
Speck & Spick
Hotel Stevens
Gondinental Boon
Gondinental Boon
Serge Plear
Marcia Mace
Kavier Cugat
Keith Bescher Oro
Parody Club

Adolph Zolor declared the time had come when features must be fitted to a theatre's clientele. Just pictures no longer drew. Pointed to the flop of a W. S. Hart feature at the Riyoli and opined it would have done much better at the Rialto.

Theda Bara was getting \$5,500 at Loew's, Cleveland, and not so hot. Paul Whiteman's band was only drawing \$2,500-\$3,000, but he wasn't a vamp.

Hearst shut down production at Cosmopolitan to catch up on releases, Had 11 on the shelf, representing more than \$2,000,000. Releasing through Paramount.

Government quasited its case against Consolidated Music and six pubs for alleged restraint of trade. Based on an alleged attempt to control music rolls. Deal was not put through, so case was dropped after a year in court.

50 YEARS AGO

(From Clipper)

E. E. Rice staged a 'triumph' for Henry I. Dixey when the extrava-ganza opened in Boston following its English tour, Band serenades and all that All paid for, but convinc-

Sheriff's jury declared Bartley Campbell a lunstic and ordered his commitment. He was already in Bloomingdale.

Consays, formed to erect a pano-rama building on the site of Harri-gan & Harri-g old theatre, which had burned. To be called 'Old London Streets, 'with panoramic paintings to conform to the title. Never did very well: and eventually converted into a garage for Wanamaker store.

Minneapolis exposition ran six weeks to a total take of \$75,000, but that was in the black.

Mammoth Cave, Ky., had a dra-matic show in one of the caverns. Improvised stage held a comedy for one performance. Staged by the hotel run in connection with the

Museum attraction was a Negro five years old who could read any printed matter offered her. Claimed she had never had a lesson.

Two one-ring circuses playing in St. Louis in the same city block and it took a force of police to prevent a clem. Both doing biz.

Burr Oaks' was playing a N. Y. theatre. About the third year the piece had been touning with from one to three companies and generally in financial straits, but it seemed somehow to stick.

Clara Morris was playing in spite of illness, and taking medicine in full view of the audience. They seemed to approve the novelty.

Lily Langtry began her third American tour at the 5th Av. Oct. 5. Even Clipper admitted she was learning to act. Her voice was bet-ter placed and her gesturing easier.

American Opera Co. played Pittsburgh. Dressing rooms inadequate and two floors of an adjacent hotel taken, with a bridge across an alley to the theatre.

Robson and Crane switched from 'Comedy of Errors' to 'Merry Wives of Windsor.' Crane's Falsaff was the outstanding hit. Robson was slender and not much in the picture.

Independent Burlesque

Week of Oct. 11

Steoply Stars—Gayety, Münecholis.
Scan-Teer—Hintle, Clindyo.
Hallyhoo'—Dern.
Hallyhoo'—Dern.
Hallyhoo'—Dern.
Hallyhoo'—Dern.
Hallyhoo'—Dern.
Hallyhoo'—Dern.
Hallyhoo'—Holo.

Colonial. N. Y., had a new manager and once more the gallery, was out of hand. Tough mob burt, the enigometric for the surface of the hetter, paying clients.

Faul Whiteman doing his first vaude date at the Palace, N. Y. and was a surface of the surface of the

MIDWEST ROAD IS BACK

'Jumbo' Disintegrates Into 50-Cent Circus: Texas Date Another Flon. Ran Show \$30,000 Further Into Red

Inglorious washing up of Jumbo' was marked last week when the production was brought back from Ft. Worth. Texas, and placed in storage. If may never be used again. Another opened with much be up to be

integrated.

Sumbo' lost approximately \$30,000 in the Ft. Worth date. While that sim is not chargeable to the production cost, since the attraction was guaranteed against loss, it ups the show's actual red to \$220,000. When the show losed at the Hipp it was figured to be \$190,000 on the wrong side of the ledger, although it earned more than \$100,000 in operation.

side of the leager, authough it carned more than \$100,000 in operation. John the league of the leagu

lighted.

One section of the show is the Allen K. Foster girl group, plus the horses, now in his possession. Foster intends booking the routines as an act. His part of the show cost about

WHEN IS A QUOTE NOT A QUOTE?—GARLAND'S

Besucoup annoyance on Broadway last week when there appeared a tow column splurge and on English meller, 'Love From a Stranger,' with a heavily underlined quote from Robert' Garland to the effect it's the 'Brst real hit of the new arranger of the stranger of the strange Beaucoup annoyance on Broadway

You've got to be polite, don't you's he pointed out.
Garland also oftered a gratuitous quote on 'White Horse Inn' last week, but management passed it up. It came after Douglas Gilbert, his successor as dramatic critic on the World-Telly, had panned 'Inn,' the lone dissenting notice.

DETROIT GUILD SKED

Series of six plays will launch the fall festival of the Artisan Guild restroy of the Artisan Guild respect to the fall festival of the Artisan Guild Respect to the fall festival of the Artisan Guild recently completed a ten-week summer season at Charlevolx, Michigan summer resort, Carl B. Hartwicke remains as director.

The Col. Knows

Col. Jacob Ruppert was propositioned to use space on the Center, N. Y. which opened with 'White Horse Inn last week, to advertise his beer. Management's idea was to get \$15,000 on the line in advance, while 'Ruppert could see nothing but a weekly rate deal. He was told the show was stupendous, colossal and so on. To which he replied:

'Yeh? Did you ever hear of 'Jumbo'?'

Fannie Brice Gets McKee to Rep Her In Commish Suit

Fannie Brice's attorney, Julian T. Abeles, has retained former Mayor Joseph V. McKee as special counsel ent the comedienne in Edga Allen's \$14,250 commission suit. Latter examined the star of the current 'Ziegfeld Follies' at the Winter Garden, N. Y., before trial last week in City Court, but has another action for the larger amount pending in Supreme Court. Lower court claim is or only \$2,000, and the Issues will

preme Court. Lower court claim is for only \$2,000, and the issues will determine, res adjudicata—1, e., without further trial—the larger amount. Hence the importance of trial counsel in the \$2,000 claim. It's not a jury, trial in the City Court, but, if and when the case goes to the Supreme Court, it will have a jury, Miss Brice has a check endorsed to Allen, marked paid in full, for \$500 in alleged full settlement of all claims. Allen concededly made some suggestions to herself and Billy Rose, her husband, but it is denied that he's entitled to 10% for suggesting or securing the Shubert 'Follies' engagement.

Miss Brice appeared Friday (2) Inthe N. Y. Supreme Court to be examined before trial of Allen's actioney, Bernard Sandler.

'Isn' it a fact that Allen hired Dave Freedman to write some of your script for the show?' Sandler asked her.

Til punch him in the nose if he said that', Miss Brice's indirect answers to Miss Brice's indirect answers to

aid that, Miss Brice shouled, glaring at Allen.

Miss Brice's indirect answers to Sandler's questions brought on numerous arguments between the attorneys, in which both the actress and Allen Joined until Sandler reframed this question.

Sandler put the same question to Miss Brice several times until she finally cracked petulantly, 'I don't see how that man can ask the same question in so many different ways. I wish I could do that with some of my jokes.' She finally answered the question with a denial. She also denied all material questions put to her by Sandler.

Winnipeg Stock Okay

Winnipeg, Oct. 6.
Evidence that the prairie citles are
by the Month Holden Players, formerly the
Actors' Colony Theatre Group of

John Holden Players, formerly the Actors' Colony Theatre Group of Toronto.

Holden and his group opened for an eight-week engagement at the old legit Dominion. Cleared all ex-penses and began salting some coin away after the first week's playing.

CINEMAS NOW AID BOOKINGS

One-Night Stands Aplenty for White's 'Scandals' and Others-But Shows Must Have Big-Town Quality

AND AT \$2.75 TOP

Chicago, Oct. 6.

Comeback of the road is getting underway around the midwest after a layoff of nearly seven years. This time the comeback looks like the McCoy and not just another hope.

time the comeback looks like the McCoy and not just another hope.

One show has already galloped through the territory with a string of capacity houses to its credit, and three other shows are being readied to hit the same trail. 'This is being done, for the first time in years, with the 100% co-operation of the motion picture circuits which control-most of the towns and have kept shows out in the past by refusing to open them to legit attractions.

This year the circuits are not only making the closed houses available for legit, but are pulling the pictures of regular screen houses and the property of the property of the control of regular screen houses and the closed house show which is now on the road is George White's 'Scendals,' which is doing capacity biz throughout Illinois, Indiana and Wisconsin during its first three weeks out on the road. Readying to follow are the Shiberts and the shiberts of the control of the shiberts of the shiber

nois, Indiana and Wisconsin during the first first that weeks the histories in the first first first the weeks the histories with Pilosson Time' and Naughty Marietta' to follow, both revivals Morris Gest, here with his Lady Precious Stream, is considering the possibility of one-nighting it through this same territory.

First Time in Years

First Time In Years

It marks the first genuine interest
in the road by major producers, and,
for the first time in years, they feel
that they can hit the road and come
back with profit.

Blossom Time' is completing a
three-week stay at the Grand here,
and then heads for Detroit for one
week before starting on its proposed
one-nighter jaunt. 'Naughty Marietta' will follow at the Grand on Oct.
18, after opening Oct. 12 in Pittsburgh.

18, after opening Oct. 12 in Pitts-burgh. Scandals' has played Joliet, Peoria, Indianapolis, South Bend, Rockford, Milwaukee, Madison, La Crosse and Kansse City, with further time of a similar nature now being stood getting deals of 75-28 as a general rule, at \$2.75 top. Revivalis of 'Blossom Time' and 'Marietta' will play at \$2.20 top.

Last Year's Tries

Last year the only real one-night clicks in the midwest were "Three Men on a Horse' and Tobacco Road, with the bulk of the shows coming into Chicago, passing up the smaller

e with the bulk of the shows coming into Chicago, passing up the smaller towns.

The few that did go out were heavy money-makers, and the mannes of the second of the seco

White Horse Inn.' \$290,000 in Box. **Opens to Oke Biz; Some Ad Angles** Nixed, But Dep't Store Tieup Set

White Horse' Figures

White Horse Inn Center White Horse Inn! Cshim.
N. Y., can play out of the red in less than 20 weeks, provided it holds its starting pace. From the premiere Thursday (1) up to Saturday night takings. for the first four performances.approximated around \$32,000. Weekly gross can reach nearly \$90,000, while the operating nut is estimated at around \$35,000. Should Inn! average \$50,000 weekly for five months it would earn \$17,000 weekly or \$840,000, in that period. Cost. of production is placed at \$290,000.

HEAVY ADVANCE SALE ON BOTH **HAMLETS**

Interest in the two Hamlets which, Broadway will see this fall is clearly indicated by their advance sales. First, in which Gutnie McClintic will present John Gleigud at the Empire, opens Thursday (8), a \$8.00 top premiere. It was sold out a week before the opening and several hunder in high is called the sale of the sale will be at \$3.30 top. Easile Howard's Hamlet, due at the Imperial Nov. 10, will open the ticket sale one month in advance of its debut.

NO MORE SNAPSHOTS. SAYS VINT FREEDLEY

Free-lance candid cameramen have been banned from previewing Vincent Freedley's new production, Red, Hot and Blue, opening her Wednesday (7) and notified by the producer that a New York outfit now has an exclusive concession for his

Ruling will doubtless have reper-Ruling will doubtless have reper-cussions in the :photographic and publishing trade. Whether Richard Tucker, who has an assignment on this show from Stage and Town and Country, will be banned from the opening night has not been deter-mined. He. does capdid camera work on a lot of shows.

Equity's Tellers

Tellers have been named to count Tellers have been named to count the ballots of the referendum on the proposed 'junior' amendment to Equity's constitution. Time limit for receipt of the ballots is Oct. 16, which falls on Friday. Votes will not be counted therefore until the following the proposed of t

Reading Gets Legit

Reading Lets Legit
Reading, Pa, Oct. 6.
Manager William A. Heckman, of
the Orpheum, which installed sound
and turned to films recently, compelling burlesque to seek quarters'
at the Capitol, one-time picture
house, has booked a return date for
Tobacco Road' on Oct. 13.
Announces that several dates each
month will be set aside for legit.

is, if anything, more critical than the metropolitan audiences. Small towners are afraid that the 'big city' producets are going to try to put something over on 'em and for that reason watch their diet with a micro-

With the many problems and disputes which marked its preparation backgrounded, White Horse Inn' premiered at the Center, New York, last Thursday (1), as advertised. It drew a generally strong press but there were distinct dissenters. However, the Tyrolean operetta drew corking attendance on the second night and went to capacity on Satur-

day night.

Cost of putting on 'lin' was \$290,000, slightly under the figure. estimated. Stage, particularly the front portion and the proscenium, was virtually transformed, to heighten the scenic effects, while the lobby was converted into store displays, featuring products native to the Austrian mountains, in which 'Inn'

is localed. Claimed the show can gross \$60,000 at the admission scale of \$3.85 top Takings the second night were estimated at around \$7,200, while Saturday's gross went over the \$12,000 mark. Whether the production cost mark. Whether the production cost can be earned back during the metropolitan engagement appears questionable. The Great Waltz, which was the first legit show in the lesser of the two. Radio City theatres, was unable to show-air actual profit, although its operating profit was large and, on tour last season, it finally climbed out of the red, going out this season on velvet.

New Walters Ade

No Whiskey Ads

No Whitery Ads
Fact that the show has a threesided sponsorship did not make 107
moothness during rehearsla." Manyoutside offers, some with an ad angie, were discussed and mostly rejected. Understood the Rockefellers
mixed, White Hoffse whitsley, which
offered \$50,000 for the curtain 415play. Liquor people were willing to
pay that price to place a white
horse sketch on the curtain with no
wording. Report is the Rockefellers
figured that a booze, angle was not
welcome, although a number of reataurants in Radio City regularly dispense liquor.

Another idea was to use curtain

Another idea was to use curtain Another idea was to use curtain space for a prominent make of beer but the brewer nimbly duaked. Such perquisites were figured by Warners and Laurence Rivers (Rowland Stebblies) the major backers of 'Inn' as material aids in equalizing the production cost, but the Rockerleirs spicial control of the control of the result of

clicks.

Lobby, with its miniature store window displays, is a promotion idea by Macy's department store, N. Y. Cost to the latter is estimated at \$7,000. Store agrees to devote space in its advertising to the show, while Macy's itself figures on emphasizing the Tyrolean mode. Sid outfits, sweaters, scarfs and gadgets are on display, while girls in native costume mingle with patrons during intermissions with baskets of souvenirs for sale.

Tyroli Angle

Tyrol' Angle
Macy's ad department handled the
deal after getting the okay from its
buyers that the Tyrolean gag might
be made popular this winter. Tie-up
between the show and the sfore is
the first of 'iis' kind on Broadway.
Lobby window displays are to be
changed periodically, with about
half the store's departments represented from time to time.

'Inn' is Stebburg' first weatured into

sented from time to time.

'Inn' is Stebbins' first venture into
the musical show field. Under his
trade name, Laurence Rivers, Inc.,
he came to attention with 'The
Green Pastures,' becoming a producer more as a hobby than for
profit. He is represented in management by Charles G. Stewart,
while Barney Klawans acts for

Noel Coward Has a Play and a Book, On Hand: What to Do in Between?

Outside of the coming New York 'Tonight at 8:30, engagement of finishing his autobiography, 'Present Indicative, a tentative world jaunt, a hazy operetta, and a hazier U. S. film venture, Noel Coward basn' much on hand.

As for making any pictures over here himself, Coward says the script must be practically home-made. He is primarily a playwright and plans stick to this profitable business Hollywood has approached him with several offers, he admits, but his own knowledge of scripting, editing and cutting is still comparatively minute, and he is not sold on it. He wasn't totally satisfied with 'The Scoundrel' (Par) but it pleased him. He'd like to make another film here, if the right story pops up, but, well, he. doesn't know.

When 'Tonight' folds, Coward wants to take another world trip. Where, he doesn't know. There are still a few places he has not seen. Siberia, the South Seas and New Zealand. Then again he may double back over his tracks and look up some of the international cronies he made on the last jaunt. It's a good

made on the last jaunt. It's a good bracer.
But thoughts of the coming New York, run were creeping up on him then, and he scratched his deeply: tanned forehead.

His next effort may be an operetta. Revues are out, as they don't jast long crough. He still very warm broward Bitter Sweet, the squirmed production expending the still very warm production as period of the squirmed and brage like Fortune Gallo did last summer at Jones Beach, L. I.), and would like to hop on some germ for another similar musical opus.

Nothing is on fire for him during Coronation Week, next May, No one goes to the theatres anyway, then, he thinks. Everyone is on the streets watching parades and trying to get a glimpse of King Edward, No, that's out. It doesn't mean a thing to him.

t mean a thing to him

out. It doesn't mean a thing to nim.

Coward, in New York, is now settled down in Alexander Woollcott's
former aboe, 'Wit's End,' in Sutton
Place. Searching for the right
Froadway theatre to house Tonight'
is causing some debates. But then
there's always something. Always.

Noel Coward and John C. Wilson,
who are the most active in the group
which controls Transatlantic Prodresself, arrived Monday (5) from
London to arrange for presentation
of the Coward playlets, billed as
'Tonight at 8.30'. London success is
regarded as a natural for Broadway,
but no theater has yet been selected.
Actor-author-manager has quite

would not be interested in appearing in it.

Tonight' is slated for a three-month engagement in New York. Supporting cast will arrive next week and the show is dated to debut in Boston, lake this month-rough the state of two others of the profit of two other actions here during the season.

Two-day lapse in between opening nights, has been decided upon for the one-acters. After the first week, nine playlets will follow in consecutive order. Coward feels that the three premieres, one right after the other, will tax the press, public and actors too much.

Adele Blood Hone's Effects Under Hammer

Auction sale of the household goods and effects of the late Adele Blood Hope will be conducted Monday (12) at her former home, 18 Griswold Road, Rye, N. Y., house being spotted on the ground of the Westchester Country Club.

Country Club.

Miss Blood suicided recently, leaving no note of explanation. Dawn Hope, her surviving daughter, decided on disposing of the house's contents.

Taking insurance against the usual author's spending spectrum of the control of Daughters of Afreis, refused the advance royalty proferred him by producer Deso Chappell. In preference, to the lump sum he is, instead, getting a weekly allowance out of a reported total of \$2,000. Which is a lot of coin for a first production author, no matter than the control of the

ncome.
Turney's luck with the play
thus far has been exceptional,
anyway. First optioned by the
Theatre Guild, it has been his Theatre Guild, it has been his means of sustenance for a long time. Twice he received the usual \$500 advance for an option from the Guild before that outfit relinquished the rights. Almost immediately after it found its way to Chappell. That was about a year ago. Play is scheduled for opening on Oct. 14 at the 44th St. Theatre, N. Y.

ANOTHER FLOP **EQUITY MEET**

Discussion meeting, monthly informal session designed permit members to blow held last Friday (2), was a flop. Drew a total of only 48 pera new low in Equity meeting attendance, and eight of those present were members of the council,

It was indicated that members who might have ordinarily attended were listening to the world's series ball game on the radio.

With Robert Haines in the chair there was desultory talk from the there was desultory talk from the floor, mostly concerned with the WPA, principal topic of all discussion sessions. Most of the squawks appear to be aimed against Equity officials, general complaint being that they don't do anything' concerning WPA activities, Equity leaders state the complaints concern mostly imaginary abuses.

Shows in Rehearsal

'Abie's Irish Rose' (revival)-Anne Nichols.

'The Show is On'—Shuberts.

'All Editions' — Juliana Mor-

n. Plumes in The Dust'—Arthur

"Flumes --- George Abbott.
Sweet River George Abbott.
Tron Men Norman Geddes.
Ten Million Ghosts Sidney

Kingsley.

'The Laughing Woman'---Ull--

man and Shuberts.
"Hamlet'—Leslie Howard.
'Come Home to Roost'—Herndon and Stoddard.
'White Man'—Sam Byrd.

White Man'—Sam Byrd.
'Daughters of Atreus — Delos

Chappell.

'Forbldden Melody'—Grisman and Kirkland.

School Stations

(Continued from page 33)

discovered basic principles of the

discovered basic principles of the radio art.
Educational groups cannot move forward under present limits on time and power and with undesirable fre-quencies, McCarty insisted. No co-lege transmitter has more than 5 kw

and power and with undesirable frequencies, McCarty insisted. No college transmitter has more than 5 kw and most do not use more than 1 kw, he remarked, while their hours are strictly limited in majority of in stances. Allocation of question to the strictly limited in majority of instances. Allocation of the propagation characteristic majority of the control of the strictly limited in majority of the control of the control

points on the part of the regulatory body. Evans said the government, through its licensing powers, has fostered monopolies although under the competitive system all stations are supposed to compete on even terms: Technical allocation requirements, he explained, have given various advantages to some groups and imposed handlesps on rivals. Although he conceded that educal total programs appeal to minocity to the competition of service is necessary, he opined, to counteract limitations, which have been imposed by commercial operators on non-profit groups. The industry has inherent handleaps which make it incapable of doing the job of educational broadcasting, Evans contended, and governmental supervision is imperative.

but no theater has yet been selected. Actor-suthor-menager has quite definite ideas as to sharing terms and does not care to rent a house. Understood that one stipulation is to booking contract have a stop limit of \$18,000, probably the highest figure ever set for a straight, show. Coward is reputed saying if Tomight' does not, top that mark he would not be interested in appearing in it. In But B'way Can't Be Bothered

sticks this summer is running to the form indicated. Out of the skimpy group of 10 shows nominated for Broadway presentation from a flock of 75 viewed in various pastures in the east, four have already opened in the big town. None won the nod from the critics and three have al-ready folded. 'Spring Dance.' 'So Proudly We

ready folded. Spring Dance, 'So Proudly We Hail' and 'Imber House' are the departures. 'Dance' was presented by Jed Harris and was touted as the summer's good thing. It lasted only three weeks less one night. 'House' reached the boards after bankroll trouble, and the same factor probably counted in its withdrawal after one performance.

'Seen But Not Reard' is the other rural preduction.

one performance.

'Seen But Not Heard' is the other rural product still on the boards, but so far business has been mild. It was among the three standouts, rated along with 'Laughing Woman' and 'Dance'. 'Woman' has not yet been appropriated for regular production. announced for regular production.

Six remaining summer possibilities may or may not reach the Broadway boards and it is clear that the straw

boards and it is clear that the straw in hat prophets were over optimistic. It will probably depend on the success of the new season whether the pot country playhouses will be as in numerous next summer because, if get regular engagements are longer than in

for the past several seasons, actors will doubtless duck the sticks. There they can hide away during the heated period, but generaly it is hard work, with rehearsals the order of nearly every day.

Stage Door' Rewrite Delays Kaufman's Next

Philadelphia, Oct. 6. Philadelphia, Oct. 6.
Here last week with 'Stage Door,'
George S. Kaufman said his 'You
Can't Take It With You,' collaboration with Moss Hart, has been delayed at least a week by revisions
to 'Stage Door,' Had been planned
to open Now, 3 at the Chestnut here,
but probably won't be ready until
it open how the control with the contiet of the Chestnut on there date
if the house is free then.

Revisione to 'Stage Door,' week of

Revisions to 'Stage Door,' most of which are in the third act, call for a completely altered final curtain.

a completely altered nnal curtain.

Asked about the possibility of doing revisions for 'Room Service' for
Sam. Harris, Kaufman declared the
script requires more work than its
potentialities warrant—at least for
hlm. Added that, anyway, he's
'getting too old' to take any interest
'in those light farces.'

Broadway Trend Away from Previews, Managers Figure It False Economy

Current Road Shows

(WEEK OCT. 5).

'And Stars Remain,' National, Washington, Biossom Time,' Grand O. H.,

Chicago. Boy Meets Girl, Plymouth, Bos-

'Boy Meets Girl,' Paramount, To-ledo, 5; Shea's, Erle, Pa., 6; Shca's, Jamestown, N. Y., 7; Park, Youngstown, O., 8; Vir-ginia, Wheeling, W. Va., 9-10. 'Call It a Day,' Chestnut, Phila-delphia.

'Bead End,' Studebaker, Chicago. 'End of Summer' (Ina Claire), Ford's, Baltimore, 8-10.

'First Lady' (Jane Cowl), Shu-bert, Boston.

'Great Waltz,' Mosque, Rich-mond, Va., 9-10.

'Lady Precious Stream,' Harris, Chicago.

'Meet My Sister,' Alcazar, San 'Night of Jan. 16,' Selwyn, Chi-

'Mulatto,' Cox, Cincinnati.

'Pside and Prejudice,' Nixon, Pittsburgh,

'Red, Hot and Blue,' Colonial, Boston, 7-11. Soundale.

coundals, Arcadia, Wichita, Kans., 5; Auditorium, Denver, 6-7; Travel, 8; Paramount, Salt Lake City, 9-10. 'Stage Door,' Shubert, New Haven, 5-7.

Tobacco Road, Shubert, New-

"Fovarich,' Forrest, Philadelphia.

Equity Toughens Rule On Actors in Little Theatres Sans Pavoff

Equity has added to its restrictive measure concerning little theatre activity on the coast. Recently four players were suspended for insisting on appearing in a play sans salary and Equity has figured that man-agers of such tries should also be disciplined.

disciplined. Hereafter any manager who in-veigles players to appear without salary, on promises that picture studio people would be enabled to look them over or any other lure that provokes players to violate the rules, will be placed on the unfair list. It is realized, however, that such managers would only be affected if entering the regular legit

field. Rules are that no Equityite is to appear in little theatre plays unless paid the regular minimum salary and provided the project has ratings as: a real little theatre. Since Equity adopted the rules virtually no professionals are in the coast little theatre shows, which have reverted to amateurs.

Rio's Tourist Biz

Municipal Theatre here is bagging the Clipper and local carriage trade, what with the just completed grand opera season during which Brazilian songstress Bldu Sayao made her reappearance here after clicking in New York to the tune of a Met Opcontract for 1897-38.

'MULATTO' STARTS DETROIT

Detroit, Oct. 6. Sudden switch in bookings delays Sudden switch in bookings delays the opening of the local legit season until Oct. 18, when 'Mulatto' comes into the Cass for a one-week stand. Blossom Time' originally had been set to open here next Sunday (11), but the Shubert operetta revival was sent to Philadelphia on a hurry call and won't play here until later in the season.

and won't play here until later in the season.
Following the James Kirkwood opus, the Cass will show Lady Precious Stream for seven days, startistic and the season of the

Pre-viewing, or dress rehearsals of Broadway legit shows for picked or restricted audiences, appear to be longer an issue. criticism of the practice a year or so ago, principally on the grounds

so ago, principally on the grounds that potential audiences were being wasted by issuance of free tickets. Was further argued that dress rehearsals were a false economy by managers.

Last season there was a trend back to the custom of trying new plays out of town and this season it is stronger. Few shows arriving so far have used the preview. idea. Equity partially curbed the system by ruling that should dress rehearsals be attended by the payment of coin, the actors must be given regular salarles.

Pre-views started during the de-

or con, the actors must be given regular salaries.

Pre-views started during the depression, managers figuring on saving transportation and baggage transportation and baggage transfer costs. It was always questioned, however, whether the reaction from cuffo audiences furnished a correct indication of a play's chance comparished the control of a play's chance of the comparished th premiere shows in the best possible way, rather than try to save money.

Flo Reed in 'Shanghai Gesture' to Start Pop Season at Locust. Philly

Fox-Locust. Locust street between Broad and Fifteenth, will be the home of popular-priced legits starting Oct. 26. Jules Leventhal, who had the Broad here for several seasons for his pass-racket system, has taken over the Locust which, 2r the past four or five years, 1*s been owned by A. R. Boyd. Latter took it over from Fox.

House has had legit before but only briefly and occasionally. Also used one short season as the home of stock for Mae Desmond and Frank Fielder.

First attraction under the Leventhal segis will be Florence Reed in The Shanghal Gesture, which never played Philly, having been banned by the control of the con Philadelphia, Oct. 6.

to follow.

Leventhal season will be at popular prices with \$1 as top.

What Little Theatres In the Carolinas Like

Charlotte, N. C., Oct. 6.

Here is what the little theatre
troups select from the Broadway
lays for use in the hinterland. In

groups select from the Broadway plays for use in the Interland. In the Carolinas, various groups picked the following from the plays now available:

Charlotte Little Theatre is re-bearsing The Vinegar Tree; by Paul Osborne, as the season's starter under Director Tom Humble; Driestor Humble; Driestor Humble; Driestor Humble; Driestor Macdonald Players at Red Springs, under the direction of Bessie Covington; Greensboro College Players, Pygmallon, by Shaw, and Coward's Private Lives; Raleigh Little Theatre has Quicksand, by Ann Preston Bridges, a new play; Carolina Playmakers got away with Lysistrata, and there was no fareback Gastonia. The College Macdonia Carolina Playmakers got away with Lysistrata, and there was no fareback. Gastonia, The College, Wedda Gabler.

'Schwejk' Set as 121st Play for Hedgerow Philadelphia, Oct. 6.

Erwin Piscator adaptation of Good Soldier Schweik, Jaroslaw Haschek novel, is tentatively set as the next (121st) addition—to the Hedgerow Theatre repertory. Would open on Armistice Day.

Four Loop Shows Okay. Precious Stream' Leads Town at \$11,000

Chiesgo, Oct 6.

Four shows in town are all doing business. None of them are all doing business. None of them are all doing any great profit, however, and none of them are even inear capacity, but each of them is taking in enough coin to pay and the state of the state of the four shows is withing striking distance of \$10,000; all of them a few hundred dollars on either side of that mairk.

Best of the state of \$10,000; all of them a few hundred dollars on either side of that mairk.

Best which is topping the list due to subscription strength of the American Theatre Society. At least \$6,000 on the initial week's take goes to the subscription reaches. This is the best subscription season for the Stream his close to the \$11,000 mairk for a neat take. Morris Gest is now pondering the chances of taking the show out on a one-night tour of this strikory. The strength of the show out on a one-night tour of this strikory when the strength. This Michigan syemue show, which started weakly three weeks ago, is beginning to indicate expanding strength.

Bigstoff and it shows the strength of the stre

sion and went under the saugur-merk. Naughty Marietta' and 'Pride and Prejudice' are the new shows com-prejudice' are the new shows com-to take the place of Precious Stream' as the second American Theattr Society play at the Harris. Stream' as the second American Theattr Society play at the Harris. Stream' as the second American development of the theat of the second and Tuliet'. Off.0) roadshow planes and Tuliet'. Off.0) roadshow planes and attraction until 'End of Sum-mer.

get an attraction until End of Summer. Estimates for Last Week Blosson Time," Grand (1,300; \$2.00). (3d week). Good enough to silon more than originally figured. Good at \$10,000 last week. Show goes to Detroit Saturday (10). Rouse will be dark a week, then gets Tead of the silon more than originally figured. Good at \$10,000 last week. Show goes to Detroit Saturday (10). Rouse will be dark a week, then gets Tead of the silon of the silon than the silon silon than the silon sil

WPA

Broken Dishes, Blackstone, Only
WPA-er in town and getting plenty
of audience.

JANE COWL OPENS HUB SEASON, OKAY \$16,000

Boston, Oct. 6.

First Lady, doing a solo here last. week at the Shubert, started off at a brisk growth of the started off at a growth of the started of the s

'Helena' \$8,000, D. C.

Mational, Capital's only legit spot, launched, lis season last week with six season last week with season last week with season last season last week with season last season

Bailey in N. C.

Charlotte, N. C., Oct. 6.

Howard W. Bailey, newly appointed North Carolina state director of the WPA Federal Theatre Project, has been a few of the WPA Federal Theatre Project, has been a few of the WPA Federal Theatre Froject, has been a few of the WPA Federal Theatre Froject Management of the WPA Federal Theatre Caroline Interest of the Carolina Playmakers in 1927 and later was business manager for that group, has been in the east for several years. He returns for this post. Charlotte, N. C., Oct. 6.

'DODSY' \$3,000, NEWARK

Poor Production Can't Get Anyth Away from Film Version

Newark, Oct. 5.

Newark, Oct. 5.

Newark, Oct. 5.

Newark, Oct. 5.

Newark, open well three weeks ago, has been slipping somewhat, due mainly to shoddy productions. Dedsworth was roundly panned for makeshift scenery, though control of the store was the store than the store that the store th

ever. Production goes to the store-house.

Current attraction is Tobacco Road, with Taylor Holms, this be-ing a return engagement. Tobacco played here two weeks in the spring.

Estimate for Last week

Todaveth, Shubert (1,970; 50-\$1.50) world, Shubert or two of the pring.

Todaveth of the two the principle of the principle o

'STARS' OFF TO \$8,000, PITTS.

Legit season got away to a fairly indifferent start at Nixon. First play was 'And 'Stars Remain,' new Theatre Guild show under auspices of the ATS. Got an excellent start, with subscription help; but when word need of fairly, window sale dropped to almost nothing. Slightly better than \$8,000 on the session, with more than \$4,000 on the session with the till on opening. In Webb and Edea Gate, and the session of the session which we will be seen that the session of the session which is the session which is the session which is the session of the session which is the Pittsburgh, Oct. 6

even chance for success on a new year of the control of the contro

TWO FLOP OUT

Two more quick folds among the first flight attractions of Broadway's new season are off the boards. So Proudly We Hail' stopped at the 46th St. Saturday after playing two weeks less one night. Drew a mixed press and weak attendance.

"SO PROUDLY WE HAIL'
Opened Sept. 22, "36. Firststringers were divided on the
metits of this military school
play with Richard Cronwell.
Lockridge (Sun) called it 'vigorous melodrama', but Brown
(Post) said "it has little or nothing to say."
Variety (Kauf) said: It is not
box office. 'SO PROUDLY WE HAIL'

"Stork Mad' failed to relight at the Ambassador Monday. It played only five performances. Was panned and sponsors decided continuance

"STORK MAD"
Opened Sept. 30, '36. Most of
the No. 1 critics ducked this
hilbility baby race, with none
of the reviewers in attendance
cherring at the finish.
Watts (Tribune) declared
that it 'reaches a new low for
the year in taste and humor.'

FUTURE PLAYS

'When Autumn Comes,' drama by Miriam Grant and Robert E. Perry is Tom Kilpatrick's entry.

is Tom Kilpatrick's entry.

Story to Be Whispered, by William Huribut, is Al H. Woods's next.
Woods is going to California for actors for this 36-character production.

Marching as to War, drama by Eckert Goodman and Jules Eckert
Goodman, is on Bushar & Tuerk's
winter schedule.

Sound Rehearsal

When 'Pre - Honeymoon' moved from the Lyceum, N. Y., to the Little last week, Anne Nichols, its presenter, de-cided the cast should be okayed for sound. Little is a smaller theater and she figured the players' voices might be pitched high.

Although the show has been on more than 20 weeks, an ac-coustic rehearsal was called in

STAGE DOOR' **HOT \$18.250. PHILLY**

Philadelphia has at last managed to get two legit houses open and coupled at the same time. Last night the Chestnut, after five weeks night the Chestnut, after five weeks in the the coupled at the same time. Last night the Chestnut, after five weeks night the Chestnut, after five weeks night the Chestnut, after five weeks night to the Chestnut (and the Chestnut (as the Attenut of Thousehold, which came the Chestnut (also on subscription) of Thousehold (and the Chestnut (also on subscription) of Some real bize right now. Season's first Show, Love from a Stranger, but last weeks and will get a third for two weeks and will get a third for two weeks and will get a third of Thousehold (and the Chestnut (also on subscription) on Some real bize right now. Season's first show, Love from a Stranger, but last weeks asingle offering, and that despite a sharp did only a fair week at the Forrest, matiness being particularly strong, and that despite a sharp did only a fair week at the Forrest, matiness being particularly strong, and that despite a sharp did only a fair week at the Forrest, matiness being particularly strong, and that despite a sharp did only a fair week at the Forrest, matiness being particularly strong, and that despite a sharp did only a fair week at the Forrest, matiness being particularly strong, and that despite a sharp did only a fair week at the Forrest, matiness being particularly strong, and that despite a sharp did only a fair week at the Forrest, matiness being particularly strong of opinion, with a couple of pans, and the strong of the fore the couple of pans, and the strong of the fore the couple of pans, and the strong of the fore the couple of pans, and the strong of the fore the couple of pans, and the strong of the fore the coup

Majestic, Chi, Stock

.. Chicago, Oct. 6

Indications now are that should Meyer Cohen go through with his plan to take over the dark ex-vaude Majestic and convert it to legit, it will be strictly as a stook site. Cohen, says he has dropped his original plan to start off with 'Moon Over Mul-berry. Street' as a straight road pro-duction.

Opening date is now set as Oct. 26, a two week postponement. Equity meanwhile has heard nothing fur-ther from Cohen, who is still dicker-ing for the house. Bond has not yet been posted with the association.

ENGAGEMENTS

Clark Twelvetrees, Richard Taber, Frank Jaquet, Edward V. Bracken, Dana Hardwicke, Catherine Collins, Tran Men. and Vivian Duncan, Ray Clarke, New Faces.

Ruth Weston, Charles Bryant, Nancy Sheridan, Arthur Vinton, Boris Marshalow, Manari Kippen, London, Michell, Russell, Sage, Philip Van Zandt, Ten Million Ghosts.

Chief of the Million of the Million of Cheets.

Ruth Chorpenning Al Ochs, Lucian Self, Jack Byrne, Edwin Hodge, Matt McHugh, Eugene Keith, Alice Farley, Jack Danlels, Henry Norell, Billy Reddeld, Junior Burtis, Summits Hall Singers, Sweet River: Mary Young, Clarence Nordstrom, Gloria Mann, Richard Van Patten, George O. Taylor, E. J. Blunkall, Come Home to Roost, Augustan Taberna, Nancy Cushman, Juliana Taberna,

Broadway Has Big Week, With Most Grosses Up; 'Inn' Off to Fine Start

S.R.O. was the rule in most or less; no new booking for house, night. Crowds jammed the white way as much, or more, than over Labor Day. Sporting events, especially the world's series ball grames, furnished the magnet and grosses of all worthwhile attractions materially improved.

S.R.O. was the rule in most or less; no new booking for house, however.

So Proudly We Hall, 46th St. Withdrawn Saturday; played less especially the world's series ball grosses of all worthwhile attractions materially improved.

Stork Mad, Ambassador. Taken final thouse, Playhouse with the proposed proposed in the proposed proposed in the proposed p

and terially improved.

There was an exodus Sunday night but enough people were held in the city when the series was extended longer than Indicated. Managers were rooting for the Giants to win Monday and Tuesday, so that but to win Monday and Tuesday, so that played, counting on upped attendance again this week.

White Horse Inn' proved the standout of the season's new attractions to date. It was halled by most critics and, from the dustiness of the first four nights, 'Inn' looks aimed for better than \$50,000 weekly.

around \$33,000.

Manulet. Empire (1st week)
(D-1,098-\$3.30). Presented by Guthrie McClintic, first of two 'Hamlet's to arrive has London's John Gielgud in title part, opens Thursday (8).

**Tallot's Delight, 'Shubert (resumed eng.) (21st week)' (C-1.887-\$3.30). Announced for London in the spring, but looks assured of cordinance well over \$22,000.

Londom We Your Ears. Mansheld well over \$22,000.

"Lover \$22,000. "ACEN rated (1st week) (CD-1,097-\$3.30). Post-poned from last week; opened Monday; weak press.

day; weak press. Those from a Stranger, Fulton (2d week) (D-913-\$3.30). First seven performances grossed about \$6,000; has agency buy for six weeks to partly balance disappointing press.

partly balance disappointing press.

**Mimie Scheller, Ritz (24 week)
(D-018-43.30). Weak press, and
chances not definite; takings around
\$3,000 and must improve to stick.

*New Faces.' Vanderbilt (21st
week) (R-804-\$3.30). Duncan Sisters
go into show tonight (7), which may
pep the pace; rated around \$4,500
last week.

uast week.
'Night Must Fall,' Barrymore (2d week) (D-1,000.\$3.30). First week's takings approximated \$11,000; in view of fair press this figure regarded as good.

ed as good.

'On Your Toes,' Imperial (26th week) (M-1,463-\$3.85). With standees in for night performances after world's series started, gross best since last spring; over \$23,000.

"Pre - Honeymoon," Little (24th week) (C-532-\$3.20). Sold out Sat-urday night in smaller capacity house; played five months at Lyceum; \$6,000.

than two weeks.

Stork Mad, Amhassador. Taken
off Saturday after five performances.

Three Men on a Horse, Playhouse
(89th week). (C-898-82-20). Shared
in the Saturday night theatre rush
and turned in best gross since spring;
\$5,000.

\$8,000. Road. Forrest (149th week) (D-1,017-\$1.85). Saturday night jam helped run leader go over \$7,000 for first time since springroad company at Brighton Beach got nearly \$8,000.

nearly \$8,000.

"Victoria Regina,' Broadhurst (resumed eng.) (32d week) (CD-1,110-\$3.30). Went up nearly \$1,000 last week to gross of \$21,500; looks like a cinch well into winter.

"White Borse Inn,' Center (2d week) (M-3,381-\$3,85). Opered late last week, drawing mostly extravagant notices; sure to lead list in gross, estimated, it can top \$59,000.

Revivals

D'Oyly Carte Opera Co., Beck;
Gilbert and Sullivan shows continue
to clean up and engagement extended eight weeks, attraction remaining
into December; over \$20,000 weekly.

WPA 'Noah,' Lafayette; colored cast in revival; opens tonight. Injunction Granted,' Biltmore; labor drama.

"The Path of Flowers,' Daly's 63d

'Help Yourself,' Adelphi, farce. 'Horse Eats Hat.' Elliot: farce.

'TOVARICH' OKE \$10,000 IN **BALTO**

Baltimore, Oct. 6. legged off to an ex-nere; not sensational,

Baltimore, Oct. 6.
Legit season legged off to an excellent 'start here: not sensational,
but very promising.
Tovarich,' breaking in at the
Auditorium last week at \$2.75 top,
scooped in a very good \$10,000 on
egint performances. UBO spot,
formances of the road-touring 'Pride
and Prejudice', pulling \$5,000 at a
top, that was likewise \$2.75. Among
the trade there was rather a bit of
booth-holding to see haber a bit of
booth-holding to see haber a bit of
breath-holding to see haber a bit o

there's blower would have a sound:

Around:

Prejudice' surprised because upstairs trade was tremendous; while advance dope figured it opposite; and belcoop play was heavy the past several seasons here. Saturday night has ceased to be a good legit theatre evening; both plays did poorly.

This week, the only show is 'End of Summer,' which commences its road-trek at Pord's on Thursday (6) tilkely to be a sell-out engagement. Next week plenty of heavy pressure and competition, with Ford's housing a full-week of 'Great Waitz' and the property of the proper

Estimates for Last Weck
'Pride and Prejudice' (Ford's;
1,988; \$2.75). In four performances,
copped good \$5,900, teeming upstairs
biz bolstering mild lower floor trade.
This week, four sessions of End of
Summer.'

summer.' (Auditorium; 1,500; \$2.75). Premiere of Gilbert Miller production that was mash in London last year chalked up \$10,000 in full week, very good. House shuttered.

'Boy-Girl' Oke, N. H.

New Haven, Oct. 6.

Novell, Billy Reddied, Junior Burtis, Syming Your Lady.

Swing Your Lady.

Juania Hall Singers, 'Sweet River, Mary Young, Clarence Nordstrom, Gloria Mann, Richard Van Patten, Radio Mann, Radio Mann,

VARIETY Plays Abroad

This'll Make You Whistle HOLGYEK ES URAK

London, Sept. 16. Musical in two acts Book, Guy Bolton, Fred Thompsen; music and bries, Sigler, Soodhart and Roffman; dance areasgement; Goodhart and Roffman; dance areasgement; Goodhart and Roffman; dance areasgement; Goodhart and Roffman; Goodhart and Roffma

Guy Bolton and Fred Thompson thought up this routine plot, and they collect royalty for it.

Perhaps, after all, producers of musical shows find any old story sufficiently adequate to employ a cast of principals and chorus. Apparently the audience thought so of parenty ine audience thought so on the opening night, and the critics of the daily newspapers, while admit-ting the story was trifling, were sat-isfied with the evening's entertain-

isfied with the evenings enversamment.

Jack Buchana sings and dances in his agreeable fashion, and when his stepping is accompanied by Elsie Randolph, It is a foy to watch. Miss show, knows Buchanan's steps as well as he does, and when they work fogether it makes for a dual dancing turn that cannot fall to appeal.

Remainder of the cast is the usual runslead councedy aggregation, most councedy aggregation, most

turn that cannot fall to appeal.
Remainder of the cast is the usual musical comedy aggregation, most outstanding of whom is David in the control of the cont

THE TIGER

:London, Sept. 23.
Play in 11 scenes and three acts by Regi-
nald Berkeley, produced by Ronald Adam
at Empassy, London, Sept. 14, '36.
Louise MichelJoan Miller
You Base
General Lecomte
Georges Ciemenceau
Theophile Ferre
Paul Deroulede Noel Howlett
General BoulangerRaymond Lovell Emile ZoiaRaf De La Torre
Emile Zoia
File Private Secretary Tom Macronley
English General

This one consists of about a dozen scenes picturing the career of several picturing the career of the constant of the career of

FOLLOW YOUR SAINT

London, Sept. 25.
Play by Lesley Storm, presented by Real
London, Sept. 24, '56. Pearl Dadewel
Alec RothneyNicholas Hanne
Joanna Rothney Edna Rea
Charles Hactinge
David FrenchGeoffrey Keen
Chapman
Inspector Ernest Har

('Ladies and Gentlemen') Budapest, Sept. 15.
Comedy in three acts by Janos Vaszarr, and cast: Ella Gombarcogl. Firocka Vaszary, Vera Sennyo, Maris Bokor, Martin Rackay, Eugene Torza, Zoltan Szakacu, Theodoro Billed.

Theatrical censure allegedly does not exist in Hungary, but the police and the Minister for Knone After a construction of the police and the Minister for Knone After a construction of the police and the Minister for Knone After a construction of the police and the Minister for Knone After a construction of the police and the police an

SWING ALONG

London, Sept. 17.

Musical in two acts by Guy Bolton, Frad
Phompson, Douglas Furber; lyrics, Graham
John; music, Martin Broones, presented by
Firth Shephard at Galsty theatrs, London,
Produced by Leslie Henson and Herbert
Bryan.
Lill BrevalLouise Browne
Paul Jerome
Julien BrevalFred Emney
MlamiZelma O'Neal
Alphonse
XabiaklJohn E. Coyle
GeorgesRichard Caldleot
Maxle MummLeslie Henson
Mme. Breval

Mms. Brevail.

Mms. Brevail.

Mms. Govin Gordon

In the face of fullome notices in
the dailies and healthy applause on
the part of spectators, favorable.

Comment is still hard to make.

Leslie Henson is the ace character
comedian of London and is not one
est fear of sharing a scene with any
of his supporting people. As a matter
of fact he digs up newcomers, and
often does 'straight' for then; A
goodly portion of the artists in his
with him once more. Production is
smart and the 'whole thing well
rehearsed.

But Henson has not been well
but Henson has not fear
better to the good effect.

Louise Browne gets the largest
proportion of applause with her
artistic dancing; Richard Hearne is
badly handicapped through sprain
unable to do any of his acrobatic
stepping; Roy Royston, Fred Emney,
Zelma O'Neal and numerous others
contribute to the good effect. Lyrics
castonally catchy, but the gags are
woefully stained.

Despite all its faults it is probable
that Henson and his cohorts will be
seen in this show at the Galety for
me, months. These shows and a second and her cohorts will be
seen in this show at the Galety for
me, months. These shows and a second and her cohorts will be
seen in this show at the Galety for

	London, Sept. 24, 86.	are. Joio.	The state of the state of the state of	g
	MaidPearl Dadewell		investment of time, money and	
	Alec Rothney Nicholas Hannen		brains will yield him an enormous	f
	Joanna Rothney Edna Beet	I ALICUTED IN COLIDT		
	Charles Haetinge Francis Lister	CAUGITER IN COURT	profit, as the piece is certain to run	
	David French	London, Sept. 17.	well into next year.	Ľ
	Mr. WarrenClifford Marquand	Comedy in three acts by Hugh Mills.		S
	Inspector Ernest Hare			P
		Shaftsbury Theatre, Sept. 9, '36, Produced		
	Lesley Storm's play introduces	by John Hastinge Turner.	a longer period than has been made	iı
	Geoffrey Keen, son of Malcolm			E
	Geomey Reen, son of Malcolm	Anthony Cruikshank Anthony Bruco	This is one of the best of its kind	tl
	Keen, a w.k. actor here. He regis-	Edward CruikebankRonald Squire Lady ReeveYvonne Arnaud	ever conceived, and will, as such,	'n
	ters an emphatic success. How much	Sir George Reeve Evelyn Roberts	provide entertainment of a most de-	r
	this success is due to his own tal-	Sir James Granville Edmond Breon	lectable kind.	ñ
	ents and how much to the role itself.	Sir Harold Bathurst, K.C Aubrey Dexter	Three principals are Novello, Dor-	1
	will await final decision at some	Graham Rathbone, K.C Wilfred Calthness	othy Dickson and Zena Dare, No-	11
	future date.	William Hopkinson, Eric Messiter Foreman of Jury Charles Stouart	vello makes love rapturously, but	а
	Several others in the cast are	Foreman of Jury Charles Stouart	veno makes love rapturously, but	g
	equally good, with less showy acting	A	gives the impression he is kidding,	
	assignments.		instead of being in earnest. Dorothy	_
		comedy, artistically handled by	Dickson still does the graceful whirls	1
	Authoress has tried to do a full	Yvonne Arnaud and Ronald Squire,	which attracted so much attention	
	quota on the triangle situation by	but with not sufficient plot to brag	when she first came to this country,	
	making it a quadrangle. There is	about. Also the comedy too often	but now sings and plays a part in l	
	the husband, wife, lover and an	descends to farce. Author is a new-	approved musical comedy fashion	
	idealistic youth who shoots the	comer with a flair for neat wit, but	Zena Dare is strikingly effective as a	T
٠.	Jover Audience is asked to become	seems to lack the wift of creating		-
•	absorbingly interested in this pre-	stage gituations	with each play.	H
	mise.	Women with a grown up con hea	With each play.	d
		Wonian with a grown-up son has	The other ingredients, scenery, cos-	te
	Not a very succession enort; wen	divorced her hist husband and, when		
	written, but unsatistying.	the play opens, is desirous of repeat-	in effectiveness. Jolo.	P
			•	

ing and taking on once more the father of her boy. Although they have been living apart for some time, the second husband is disinctlined to free her, thereby creating such comedy situated thereby creating such comedy situated the father and mother that they live in sin.

Levine second act is laid in an Eng-

his father and mother that they live in sin.'
Entire second act is laid in an English divorce court, which is an utter travesty on actuality, and at times descends to burlesque. Apparent that what they young author needs is concerienced in stage situations.

Evening's entertainment is due in no small degree to its interpreters. Not only the two amusing stars, but the supporting cast, leave little to be desired. Ronald Squire's irritatingly magnetic personality the never seems to act) and Miss Arnaud's interpreters to act, and the star of the stage of the sta

DO YOU REMEMBER?

London, Sept. 23.

Comedy in three acts and collect by American State of the Collect of the Collect

Andre Charlot has essayed the unusual experiment of pres play by two young, unknown authors augmented by an unknown cast ever more youthful, and a stage produces whose name does not appear in the latest edition of 'Who's Who in the

Experiment is interesting, but the

Experiment is interesting, but the show seems to miss.

Entire three acts take place in a ranshackle studio building which is occupied by a young artist, a youthful clerk who thinks he is a financier, a young composer, a budding author and a girl who takes singing and house of middle-gaed disillusions raied by numerial stringency, supplemented by comic dialog and youthful tragic situations that are Indicrous to the onlookers.

by comic chaing and youthful tragic situations that are indicrous to the All this lacks sufficient stamina, but there is an epilog that is exquisitely and gently moving, wherein the poor struggling vocalist, being the construction of the structure of the structure of the structure and obeyer and only a structure of the structur

CARELESS RAPTURE

Musical devised, written and composed by Ivor Novello; jyrich by Christopher Hassisli; staged by Jonotine Sages at Drury Door Program of the Christopher Hassisli; staged by Jonotine Sages at Drury Lady Triblex.

Lady Triblex.

Lady Triblex.

Zene Dave March March Lady Triblex.

Zene Dave Mrs. Ripple.

Minist Rayners Mrs. Ripple.

Minist Rayners Minist Rayners Ministry Lady Christopher Lady London, Sept. 18.

Sheer waste of time to mention the plot of a Drury Lane musical spec. This one was devised, written, composed and financed by Ivor Novello, who is also its star. Novello's investment of time, money and brains will yield him an enormous

Benatzky furnished a few mee ous of music.

Influence of American politics can be heard in the dialog. For instance, reporter kicks about the high taxes in California. A few cracks are also Max Hansen, Danish-Jewish comedian, plays the reporter's part. He does it excellently. Zarah Leander, red-haired girl from Sweden, with a deep voice, is the ever-nervous star. Paul Morgan shows he learned how to behave as a film dictator in Coxywood.

THE COMPOSITE MAN

London, Sept. 16.
Comedy & three acts by Ronald Jeans
produced by John Rernald, for Carpengl
Ltd., at Daly's Theatre, London, Sept.
88. 286.

harlotte Transome	Ann Codrington
Carter	Hayley Bell
Tumphrey Makin	Max Adrian
Tumphrey Makin	James Hayter
Sordon Seep	Michael Dyne
Audrey Kent	Dlana Churchill
Nicholas Brown	Richard Bird
Albert Eagle	Antony Hollee
Bloria Setton-Caranaby	Eleneth Durbury
Mr. Meyerbaum	Denle Cowles
Miss Octavius	Anne Cotton
Miss Partridge	Allson Colvil
Reporter	Hugh Heanley

stas Partidge.

Alleon Colvil Reporter

Mogh Beanley

Following many years of success as a revue writer, and responsible for one serious piece and the success as a revue writer, and responsible for one serious piece and the success as a revue writer and the success as a revue writer and the success as a consist of the success and the success as a success

works sell under their real signatures.

Last scene is the flamboyant Mayfair home of the famous man, now turned into a museum of his 'works,' to which he returns disguised with the returns disguised with the state of the stat

public.

Richard Bird makes a sby, charming character of the leading role, and Diana Churchill does full justice to the leading role, and the state of the leading role, and the state of the leading role, and the leading role and role and

F.D.R.'s FRENCH EXPO INVITE

Paris. Oct. 6.

At the suggestion of Paul Claudel At the suggestion of Paul Claudel, former French ambassador to the United States, the French government has sent an invitation to President Franklin D. Roosevelt to attend the opening of the Paris Exposition next year.

Murder on Account

London: Sent. 26.

Following a Sunday performance by the Repertory Players four months ago, this ingenious melo-drama had its West End premiere at

drama had its West End premiere at pop prices, under a new producing concern. All Peoples Theatre, Ltd., sponsored by Lady Townshend.

Idea is original but intermittent fissibacks, with the past and present dium of spotlight cameos at both sides of the stage, are apt to be disconcerting. It makes the development patchy and disjointed and confuses the audience. It should be defective, or these recountings of past events are obviously easier to denote on the screen, and the drama of the situations would then be more stripping.

of the situations would then be more gripping.

Theme is the impossibility of charging a person for a crime of which he has already been convicted and paid the penalty of the condemned for the murder of her husband, whose supposed body is found in her cellar; fact that he is a fugitive from justice and hounded by fellow crooks is the reason for her action. If believed dead she figures he will be safe from pursuit.

suit.

Being an expectant mother, she escapes hanging. After some time

her action. If Delived dead and figures he will be safe from purBeing an expectant mother, she escapes hanging. After some time she obtains a pardon and joins her sister, who has brought up the child as a companion to her own daughter. Discovering a secret love affair with a married man, and an imminent elopement, the distracted mother goes to his flat to bee him to give the best of the secretary of the secre

readily to correction. Venture better than an even chance at ular prices.

GIRL UNKNOWN

Play by Freeze Mohar, adapted by Margarett Welster, mohar, adapted by Margarett Welster, mohar, adapted by Margarett Welster, mohar experience of Bar. Andreas Malandrinos Anna. Locked Macnilation of Margarett Welster Mohard. Locked Macnilation of Margaret Welster Mohard Archolds Margaret Welster Mohard Margaret Welster Rufe Pallattit Balland Berkeley Add. Welster Mohard Margarett Margaret Welster Mohard Margarett Margaret Welster Margarett Margaret Welster Margarett Margaret Welster Margarett Margaret London, Sept. 17. Aldo...
Dr. Conrad...
Mre. Pallatti...
Countess Fontana.,
Admiral Balsini...
Georgio Selvi...
Max...

An adaptation of a Ferenc Mohar play is always interesting. Trouble with this one is that it possesses just one straightforward episode padded out into two or more hours. This sort of the possesse in the straightforward episode padded out into two or more hours. This sort of the possesses in the straightforward episode padded out into two or much be carried to the possesses of the possesses in the parioty theatres. Whole thing could have been effectively told in about 20 minutes.

Only interest for the audience is in the performance of Lucie Mannheim. There is a vogue here just in the performance of Lucie Mannheim. There is a vogue here just in the performance of Lucie Mannheim. There is a vogue here just in the performance of Lucie Mannheim that the straight of the strai

Plays On Broadway

WHITE HORSE INN Operetta in three acts presented at

•	Canter, N. I., Oct. 1, 30, by Laurence
	Rivers, Inc.; book, Hans Muller; adapted
	by David Freedman; lyrics, Irving Caesar; music, Ralph Benatzky; staged by Erik
	Dalph Benetuky: staged by Erik
	music, Raipii Denacas, somber of action
	Charell; \$8.85 top.
	PeplReverelly
	Piccolo
	Piccolo
	HanniMarle Marlon
1	Cook's Guide Albert Mahler
	FranzFloyd Cornaboy
	FTREE.
	Leopold
	KatarinaKitty Carlisie
	Honeymooners Mary Sutherland
	Hal Voeth
	Captain of Steamboat Grover White
	William McGonigleBilly House
	Milita woodenkie
	Natalie
	Bonald Hutton Robert Halliday
	Hotel PorterMilton Gill
	Professor Hinzelman Frederick Graham
	Gratel
	GDBC01
	SylvesterBuster West
	Farmer Thomas
	Parmer WaldmanJohn Barry
	Butcher Smith

It took Erik Charell a long time to get 'White Horse Inn' on at the Center, but he did one of the most showmanly jobs Broadway has wit-nessed in years. There is little doubt that, from a production stand-point, the show will be the season's outstander.

outstander.

Again Radio City is in legit. Conversion of the smaller of the two Rockefeller theatres with The Great Waltz was the talk of the town two seasons ago, and that is the way it will be with Inn. There was a prevalent Broadway idea that the operetts form was outmoded, but the Waltz affair proved differently, the Waltz affair proved differently, compare between the two sheins the mewer one seems to be toos, despite the fact it has been all around Europe.

newer one seems to be toos, despite the fact it has been all around burope.

White Horse Inn,' whatever the resemblances to its foreign present self-based and a continues. It has several catchy tunes, it has rich atmosphere and fit has novelty. They fussed about the casting and doubtless made some errors of judgment, by the self-based about the casting and doubtless made some errors of judgment, by the self-based about the casting and doubtless made some errors of judgment, by the self-based about the casting and doubtless made some errors of judgment, by finding the self-based about the casting and doubtless made some errors of judgment, by finding the self-based about the casting and the self-based about the casting and based and the self-based appears the self-based as with the Center has apparently been solved. Tie-ups that sided 'Waltz,' such as virtually free radio time and gas station bill-based space, will probably be arregular orchestral plues and film trailers in R. C. Music Hall, plus the usual Rockefeller Center displays, heralds, billposters, literature, etc. It also more positive that the house and the properties of the properties o

not needed for pictures and it may tryity the expected eastward swing of show business, sway from Broad-good for the substitution of the substitut

sides. A moving platform on the extended appron brings on tables and with shop windows and with shop windows and with shop windows and with shop windows and with selling sadgets. All of it may be Toreign, but it is friendly and different. Cost reay be too great for reach the road, which was the way it went with 'Waltz'. William Gaxton and Kitty Carlisle are co-starred as Leopold and Kataland, after 'Inn,' is quite likely to return there. Charell curried the field of the male lead, and, after it was decided that Jimmy Savo was the turns in one of the best performances of his career. As for the picture version, rights for which Warners have, it can be A Jolson or Eddie Cantor. Okay AJ John or Eddie Cantor. Okay Comedy, is not heavy, but ample, Comedy, is not heavy, but ample,

for which Warmers have, it can be Al Jolson or Eddie Cantor. Okay for either one, or that type of male can be also and the state of the can be also and the can be als

Love From a Stranger

Melodrama in thre	acts presented Sept	١.
29, '80, at the Ful	ton, N. Y., by Ale:	×
Ybkel; adapted fro	m Agatha Christle'	6
novel of same nam-	e; Frank Vosper fea	-
tured; staged by Au	dol Lee; \$3.30 top.	
	Minna Phillip	
	Olive Reeves-Smit	
Cecily Harrington	Jessie Royce Landi	3
Bruce Lovell	Frank Vospe	r
Nigel Lawrence,	:Leslle Auste	n
Hodgson	A. G. Andrew	8
Ethel	Mildred Natwic	ĸ
	George Grahar	

"THE MOST NOTEWORTHY NEWCOMER IS MISS PATRICIA BOWMAN WHO CONTRIBUTES SOME REAL DANCING."

Evening Standard, London, England

PATRICIA BOWMAN

AMERICA'S PRIMA BALLERINA

CURRENTLY STARRING IN "O'KAY FOR SOUND"

PALLADIUM, London

by comedy, an element that 'Stranger' lacks.

Seems almost like a contest between Emlyn Williams of 'Night' and Frank Vosper of 'Stranger', with the odds on Williams. Vosper, in make the odd on Williams on the odd on

been.
'Stranger' has the benefit of good showmanship befind it, but whether this can overcome the play's weaknesses is questionable.

Ibee.

LEND ME YOUR EARS

Comedy by Philip Wood and Stewart
Beach, presented by Peters, Weenolsen &
Field at Mansfield, N Y., Oct. 5, 1986.
Features Walter C. Kelly, Staged by Leo
Bulgakov. Top. \$3.30.
Junior BeamRobert Mayors
Walloce TitcombCliff Heckinger
Wills ReamJane Seymour
Marjolaine BeamLynn Mary Oldham
Jasper Beam
Fred CarpenterJohn F. Kirk
Daphne Wayne Mary Holsman
Steve Deloney Bertram Thorn
Ed FlanoganRobert Williams
Clayton Sommers
Hermann PrattFrederick Kaufman
Clifford PineJack Harwood
Mrs. Sterling TuttLida Kane
Ann Harmon Ann Winthrop
Polly Andrews,Lucille Conrad
Mrs. Willoughby Sara Floyd
Mike McCartney Clyde Franklin

Tend Me Your Ears' is a comedy which fails to attain its goal, almost by the control of the cont

Franklin. Two youngsters are in the cast but meaningless. They are Robert Mayors and Lynn Mary Old-

Entire action is in the home of the hamlet hardware man. Play is done in one set.

MIMIE SCHELLER

Melodrama in three acts by Alfred I
Golden; presented by Ned Jacobs at Ritz
N. Y., Sept. 30, '36; features Ara Gerald
staged by Dickson Morron: est Culton
Robins: \$3.30 ton.
Robins; \$3.30 top. Frank Healy
Joe Matthews
Mike PrattMorgan Conwo
Deputy Warden John Vosburg
Warden
Hank Fisher
Matron Marsh.
Len Shay Bigelow Sayı
Williams
Matron WinthropAnn William
Prison PhysicianRichard Alle
Charlete Charlete
ChaplainJohn Dav
Mimle SchellerAra Geral
l la la

STORK MAD

Comedy in three acts (one set) by Lynn
Root and Frank Fenton. Presented by
James R. Ullman at Am assador, N. Y.
Sept. 30, '36. Staged by William Schorr
setting, S. Syrjalo; \$3.30 top.
setting, 5. Syrjaio; \$3.30 top.
Harry DeverLynn Roo
Hank Dever ,
Grandpap Dever Carleton Mac
Mary DeverDortha Duckworth
Peter DeverJackie Grime
Matthew Dever Percy Klibrid
Annie Preston Ann Thoma
Dr. GutbrieArthur Griffin
Jed PetersEdward F. Nannar
Sam PetersAlfred Herrich
Cedric, Preston
Ceuric Freston Waiter Jone
Preacher PerkinsGeorge Glas
Judas Dever
Mellnda Dever
Paul Dever
Sheriff Higgins
Emma PetersMary McQuade

Berur nugeris ... Hals Necross all the second prices of the second price

for the cast, as well as for the writing laby derby the characters do almost nothing except breed babies. Off-stage births (32 are arranged by the immediate family) are good for a laugh per birth at first, but not for long. After the father of the family has set a fast pace during play, bringing in 10 offspring in that time, only to be tied by the local villain, one of the sons wins the \$500,000 prize. Like the guy who copped first prize for having the funniest con, who isn't even considered an entrant, makes a stretch drive with a set, of quadruplets at the last moment, giving him a score of 12 and the money, or the play. He's an artist at tessing away lines that would get the milking stool from most actors. When the gets there he's in. Author Root doubles as the unwilling winner.

Through all the action the mother the cast, as well as for the

Root doubles as the unwilling winmer.
Through all the action the mother
is a leading point of interest, but
never appears on the stage. Whe
not 'laborint,' ma and the other
women involved fin the action are
'foolint,'

It deals with a theme that couldn't
be anything but dirty if it wanted
to,
with the action of the country of the
performances; printed for the
record.)

Out of Town

HAMLET

Guthrie McClintic presents John Gleigud and saudih Anderson in tragesty by William and saudih Anderson in tragesty by William (Gleis; stased by Gritchia McClintic; sets and containes of Missing an

Cornellu Voltima Captain...

A spiendid east and a lavish production marks the McClinite presentation of "Hamlet," in which John Gielgud makes his American debut Empire, N. Y. Thurnday, 18, in the Empire, N. Y. Thurnday, 18, in the paraisons will be made of Gielgud's interpretation and the portrayals of (Continued on page 43)



1. MILLER "Girdle" Shoe"



1-MILLER

It moulds your foot like a sleek girdle. It has a 3-way Lastex goring at sides and front. And a luxurious boot-like princess silhouette. See it, try it on, wear it. You'll love it!

Jet Black, green or Vintage suede; high or medium heel.

1552 BROADWAY open till 9 P.M.

Circulation of New York Dailies

Circulation reports by all New York daily publications to the N. Y. Post Office as of October, 1936, as required by postal law.

Comparison with figures of one year ago are:

	Oct. 1, 1936	Oct. 1, 1935
Daily Mirror		563,718
Daily News	1.629.178	1,616,111
Daily News Record	11.247	11,320
M. P. Daily		5.319
Film Daily		5,484
Journal of Commerce	19,559	19.392
Americau		428,087
Evening Journal	652,428	655,638 132,963
Evening Post	205,962	
Herald-Tribune		340,000
World-Telegram	. 398,501	392,233
Times		495,172
Sun		301,115
Women's Wear		29,315

Women's Wear

Davis Denver Job

With the naming of Harry Walker as financial editor of the Denver News, the financial pages in that city are under the guidance of father and son. Thomas Walker, the father, has been financial editor of the market pages on the Denver Post for several years. Harry Walker has been a reporter on the News, and with the increase of financial space in the News. Davis, editor, picked young Walker for the job. As his assistant Davis named Wilmer Walmsley, Denver resident for three years, formerly in-charge of the Wall Street office of the N. Y. Times.

This being Davis first executive position, the News, under his guidance, is a matter of journalistic importance. The News has been one of the weakest properties owned by Scripps-Howard and partly as the result of a nearly disastrous battle with the Denver Post over wart ads years ago, has been relative to the property of the weakers of the weakest properties owned by Seripps-Howard and partly as the result of a nearly disastrous battle with the Denver Post over wart ads years ago, has been relative to the property of the property

with the Denver Post over want ads years ago, has been nearly on the rocks. This year S-H chopped \$4,000 off its operating expense by erowding all departments in 185 own building and using that money to expand the sheet. Financial and sports have been doubled to two pages each, daily. Sunday sports now pees six pages leaded of the former four pages instead of the former four. Woman's page space like wise

Woman's page space ilike wise boosted.
Davis declares he is not in Denver to fight the Post-july ib get out a paper that people will buy. Increase in circulation since the Davis regime started is around 5,000, better than 10%, both daily and Sunday. A few local merchants, lawe been putting backing the New Deal, but have not pulled out-just cut down space.

The News has moved its first edition up from 9 to 7 p.m., and expects soon to give Denver something the town hasn't had to date—an entirely new first edition, with no picking from the day before. The sheet is getting slong without a managing editor. Larry Sisk, sent here with-poulding the bow he found he could be detained to be when he found he

equitor. Larry Sisk, sent here with Dayls, quit the job when he found he couldn't stand the altitude. Dayls says he may not pick a successor to Sisk until the first of the year, and hopes to find a local man for the job.

Esquire Syndicate Set to Go

Esquire Syndicate Set to Go
Esquire Syndicate has 11 features
which are expected to be ready-for
release at the end of the month,
One of them will be a serialization
of Laurence Green's book, 'America
Goes to Eress,' for Sunday release,
which will tell the history of the
which will tell the history of the
Country becomes the contemporary newspaper
Tea Party. Feature will be illustrated with woodcuts, drawings and
prints. Bob (Bazooka) Burns, Par film

Bob (Bazooka) Burns, Par film comedian, is the No. I feature, and gets a guarantee of \$500 per week. Paul Webb, whose cartoons are fea-tured in Esquire mag, will do a daily hilbibly, strip titled The Mountain Boys.' Howard Denby is editor of the service.

Baughan Quits London Chronicle E. A. Baughan has been compelled

to relinquish his post as draw critic of the News Chronicle of critic of the News Chronicle of London, owing to ill health and advanc

ing years.

One of the veteran critics of the old school, he made a large reputation for himself, based on his ability and integrity. Bernard Shaw gave a gentle caricature of him under the name of 'Mr. Vaughan' in 'Fanny's First Play.'

Tide New Twice-Monthly

Tide New Twice-Monthly with small news letter supplements between issues, will now be published twice monthly.

David Frederick is the new editor, succeeding Mildred Edle, who resigned to go to California;

Donald A, Craig Dead

Donald Alexander Craig, 52, Washington newspaperman and father of
Don Craig, Jr., Variety's correspond-

capital: died Sept. 28 at ent in the capit

ent in the capital; died Sept. 28 at his home then, career as a writer Craig Warn his career as a writer Craig Warn strain and the care was a constant of the capital warn of the capital warned warned warned warned the capital warned warned

Raises Rates, Ads Cut

Atlanta Journal's new rates of \$2.80 per inch for amusement advertising proved a boomerang when

vertising proved a boomerang when five 'At 'heaters' out of Atlanta's six slashed their space sharply to take up the sfack between the old asking price of \$2.52 and the new. Rag's Sunday theatrical section. had.barren.appearance.in so far as business was concerned, but prac-tically the same amount of space every control of the thetreamy the swas devoted to art and stories plug-ging current programs of the the-aters. Rates of Georgian-American, other afternoon sheet, remain at \$2.52, while \$2.80 has been estab-lished levy of Constitution (morn-ing) for years,

Frank Brace Dead

Frank Brace: Dead
Frank Brace & Co., died in N. Y.
Oct. The Brace & Co., died in N. Y.
Oct. after an Illness; of secral
West Winds and Illness; of secral
West Winds and O. Y.) Size; weedy
newspaper, and in 1858 came to N. Y.
C. to join the American Press Ass'n.
Later he was with the Frank Presbery spency.
When Harcourt, Brace was established in 1919, with his son, Donald
C. Brace, as one of the founders, he
joined the firm in an editorial capacity. Besides his son, Donald,
vice-president of the firm, he is survived by another son, Ernest Brace,
a writer.

Newsmen Write Play

Newsmen. Write Play
Herbert C. Lewis and J. Q. Rinnik
have completed a new play. Love
at 300. Both are on the rewrite
battery of the N.Y. American; Lewis,
the author of last season's Name
Your Poison' in collaboration with
Lower Collaboration of the Profession' and Patis
Edition.'

Story has to do with love in gov-rnment housing project No. 300.

B. W. Fleisher Serious

B. W. Fleisher Serious
B. W. Fleisher, publisher of the
Japan Advertiser, Tokio, leading
English-language daily of Orient,
back to Mayo Brothers' hospital,
Rochester, Minn, in serious condi-tion from phlebitis.
Was in Japan only five months on
most recent trip, change for worse
in condition forcing return.

Foreign Şcribes' Election

Association of Foreign Press Cor-respondents reelected A, Bernard Moloney, of Reuter's, president. Kenneth Durant, of Tass, and R. de Roussy de Sales, of the Paris Soir, were elected vice-presidents. Alart-Or-Trower of Reuter's is sec-retary-treasure, and Ergand Aut.

retary-treasurer and Fernand Aub-erjonois of Hayas is assistant sec-

Lurton M.E. of Lit. Digest

Douglas Lurton was appointed managing editor of The Literary Digest last week, following the resignation of Morton Savell from the staff. Latter will join up with mag today.
Wilfred Funk is now editor.

Bobot Rewrite' Man
New recording instruments, using a diminutive metal sound track modeled after that used on talking picture negative, are being installed in offices of several NY. daily papers and national press associations. Some are still on the try-out or testing stages but at least one met daily publication and one press association is reported to have definitely installed the new layout.

Invention enables leg-men to ask for the private number hooking up with the equipment and dictate complete news story which is taken

with the equipment and dictate com-plete news story which is taken down automatically on the steel-sound track. After that it is simply a matter of running the metal tape through a recording machine and having a typist copy as she listens in. While the new equipment, which comes from the AT.EAT, is said to make for versatility in reporters who can dictate a news story flawlessly over the telephone, it is reported to put the average rewrite newspaper-man or the familiar spot. Average steno, capable of handling a dicta-phone, can manipulate the metal tape and transcribe the story phoned in and transcribe the story phoned by the outside reporter. Tape is o and transcribe the story phoned in by the outside reporter. Tape is only about an eighth of an inch wide or practically the same width as the sound track of a film negative. Tech-nical man must be on duty at the instrument in the newspaper office at all times.

Another invention being tesses in another newspaper plant is a system of teletype which permits the 'perfect' reporter to sit at a machine similar to a typewriter, write out his story and have it set in type, without any further human or mechanical handling. This machine, perfecout any further human or mechanical handling. This machine, perfection of which is said to be questionable, would do away with the use of linotype operators. For practical purposes, however, this is dubiously regarded.

French O.O.'ing N. V. Snows

Windsor French, drama critic and

Windsor French, drama critic and columnist of the Cleveland Plain-Dealer, is in New York for a one-month look at the new shows.

Went to Boston for the opening of Red, Hot and Blue, new Vinton Freedley musical (Oct. 7), and will concentrate on Broadway thereafter.

CHATTER

Dr. Gustav Eckstein back from

Ellery Queen to write for Parmount. Thomas Wolfe back in N. Y. from

Europe.

Eariop Maria Remarque has finshed a new novel

Sie Maria Remarque has finshed a new novel

Nick Kenny N. Y. Mirror's radio
ed; renewed for three more years.

Capt. Billy-Fawcett to the Coast
this week after a N. Y. biz sojourn.
Harry Saltpeter, old World crick,
leaving N. Y. for L. A. to join scribber's at Republic studio Cet. '12.

Frederick Hazitti Brennan sold his
newest story 'Mrs. Pykesön Joins' the

Frederick Hazitit Breman sold his newest story 'Mrs. Pykesön Joins the Fleet, to Collier's.

J. P. McEvoy dropping novel called 'Shanghai Summer' to do some fall and winter scripts for Par. Time's new mag, titled Show Book, due Noy, 19. Firm is negotiating to buy Life; no deal consumated as yet; both parties state.

Albert O. Bassuk to edit the Hobby Riders Bulletin. He is editor of the American Gilbert' & Sullivan Quarterly.

terly, Gordon Fawcett, son of W. H. Faw-cett, president of Fawcett Publica-tions, has joined Hollywood staff of

orge Worts, who authored 'The tom President,' has sold his new 1, 'Dangerous Young Man,' to

Phantom raerial, 'Dangerous Young erial, 'Dangerous Young Collier's.
Everett Freeman, on Sam Goldwyn's writing staff in Hollywood, has sold 'Take It Away,' radio story, to sell his

sold take it Away, radio story, to Satevepost.

Jim Tully is trying to sell his novel, The Bruiser, to the studios for pictures. Gene Fowler and Jack Dempsey touted book.

Geraldine Sartain, who was among those purged in the recent N. Y. World-Telly housecleaning, has gone over to King Features.

World-Telly housecleaning, has gone over to King Features, Jerry Asher, formerly on the Hollwood staff of Sliver Screen; and Screenland has joined the Radio studio publicity department of the Hollwood staff of Sliver Screen and Co. Staff of Sliver Screen to a selected list of customers in the metropolitan area. Charles, Flick has left the Lit. Charles Flick has left the Litigest to go to the Philadelphia Digest to go to the Philadelphia Inquirer. He was formerly in the Berlin office of Universal Service and had an opera produced in

and had an opera prouves Germany.
Burton Crane of the Japan Advertiser (Tokyo) has brought backwith him a dozen Japanese chisels for my American friends in the show business; says the newsman.
First time back in nine years.

Best Sellers

Best Sellers for the week ending Oct. 7, as reported by the American News Co., Inc.

		1 6	50.0	T. ICHOH	 	-	
)			
'Drum	s Along	the Moh	awk' (\$2.50)	 By W.	D. Ed.	nonds
'Amer	ican Fla	ggs' (\$2.0	00)		 By Kai	thleen 1	Vorris
'No H	ero This'	(\$2.50).			 .By Warı	vick De	eping
			. 1	Von-Flotte	 	V 2.22	- 7

'Around the World in 11 Years' (\$2.00)

By Patience, Richard & John Abbe

Man the Unknown' (\$3.50)

Wake Up and Live' (\$1.75)

By Dorothea Brande

An Amer'can Doctor's Odyssey' (\$3.50) By Doctor Victor G. Heiser

Listen for a Lonesome Drum' (\$3.00)

By Carl Carmer

Fiction and Films

By WOLFE KAUFMAN

Miller On Hollywood

Max Miller, who went to Holly-wood on the crest of his 'I Cover the Waterfront,' didn't make a very good job of it out there. He tells all in For the Sake of Shadows' (Dutton;

\$2.50). It isn't especially denunciatory, being written in Miller's simple and effective manner, step by step. The stupidities of the system are shown up, but no one blamed especially. Whether Miller won or lost is lett to the imagination. Liable to be of just as much interest outside the trade as in it, but for different

Spotlighting the Ladies

Ishbel Ross, one of the best of them, has collated a gigantic book about lady reporters which she titles 'Ladies of the Press' (Harpers; \$3.75). It was a tough assignment and Miss Ross carries it through with her cus-

It was a tough assignment and anastomary thoroughnest death and a common the common and a common a common and a common a

Intrigue In Orient

James Warner Bellah can get an
amazing lot of speed and action into
his books, 'The Brass Gong Tree' his books, 'The Brass Gong Tree' (Appleton-Century; \$2) hash't much of a story and isn't good writing. But Bellah tells it so well as to have the reader and his imagination on edge all the time.

all the time.

Story is one of those Far Eastern
affairs, with newspapermen, beautiful women and spies tripping over
each other's corns every couple of
minutes. It probably would make ninutes. 41 an okay film.

Omnibus of Crime

Omnibus of Grime
Mollie Merrick, ex-Hollywood columnist, takes her first stab at fletion
in a full length novel entitled Upper
Case (Washburn; \$2) and shows
herself to be a lass with a lot of
promise. It's a rough, and tumble
whodunt in the modern, tradition
and written as a man might have
penned if. Quick pace, keen analysis
and good characterization help. A
routine and stereotyped basic story
doesn't get in the way. Okay for
sound.

Sound.

Nancy Clemens, feature writer of the Kansas City Star, collabs with Vance Randolph in the writing of Camp Meeting Murders' (Vanguard; \$2), It is a rather cerie yarn set in the Ozarks and has a lot of good, writing, much above the general cut for whodunits. But a lot of it, too, is drivel. Nice sense of humor and some pleasant characters keep it going smoothly. Not for films, One of the ecriest books in a long time is The Crowing Hen, by Reginald Davis (Crime Club; \$2). It is too British in setting, pase and outlook for much of a chance on this side. Well done, for what it is, but a step backwards; especially since it goes in for use of secret channels and such. Not for films.

Death Angel, by Clyde B. Clason Death Angel, by Clyde B. Clason to the start of the control of the property of the control of the party of the control of the party of the control of the party of the property of the control of the party of the part Nancy Clemens, feature writer of

By EPES W. SARGENT

Good; 2 N.S.G.

Good; 2 N.S.G.

Of three Greenberg books for October release, all at \$2, The Captain of the Jehoval' is outstanding. It's entirely different from the usual output of this firm. Written by H. C. Drake, who did Cursed Be the Treasure, it's raw and cruel, but grippingly told. and something to command attention. The Jehovah is a slaver, commanded by a hard bitten navigator, who rides a motley crew. Not a picture, but it's distinctly something to be read:

The usual cow story is 'Comrades

The usual cow story is 'Comrades f the Colt,' built by John Keith of the Colt, built by John Keith Bassett on the familiar theme of the criminal band who lord it over the ranchers. Smoothly written, well handled as to complication and yet, somehow, it does not manage to steam up the 'imagination' to the proper point. No picture.

--Third of the trio is 'I'll Walk to the Mountain,' by Jean Ford. New York girl hitch hikes to the mountains of Tennessee, where an accident lands her in a mountain home. She is, staken into their hearts and

She is taken into their hearts and marries a mountaineer, for which she probably was bitterly regretful after the story ends. Incident is unbelievable and the style does nothing to aid its weakness. Too sappy for a picture, She is taken into their hearts and ...

Tex Rickard

Sponsored by Mrs. Tex Rickard; though the style is so fluent as to suggest expert aid, Everything Happened to Him (Stokes; \$2.50) is the running story of the fight pro-moter from his boyhood in Texas to

moter from his boyhood in Texas to the end of his meteoric career. Smoothly told, without overstress on his accomplishments, it forms an admirable biography of sports' most colorful promoter. Easy to, read and, what's more important, easy to believe. Worthwhile to those who are interested in sports, and to many others.

Talky

Another of those verbose, intro-spective first-person stories is 'Sow the Wind,' (Green Circle \$2.50', by Theodore Freedenburgh, It's a p o pular pattern, particularly with English authors, but it does

with English authors, but it does not always make for good story telling. It doesn't in this instance. Such interest as the fale excites is the locale on the island of Corsics, with an inside slant on a vendetta as a side issue. Action is generally sluggish and the hero is a soused American who does not command much interest.

Slow Start

Slow Start
According to the jacket, Janice
Pollack has had a number of short
stories printed, but 'Stepmother,'
(Speller; \$2) is her first novel. It's
not a very good starter. The style is
ragged and unexciting and the eflort to jazz it up is crude rather
than heating.

than heating.

It's the story of a young Jewish boy who marries a Gentile girl to not very good results, She leaves him and he marries another. The developments may be true to life, but they are not plausible, nor are they cunningly contrived. The climax is impossibly wild. Probably will have a run in the libraries, but that's all.

W. Alley

Standard Pastern
Play on Your Harp' (Farrar & Rinehart; 82) is by Travis Ingham, his second published novel. It's just a stade "passe, dealing with the familiar setup of the poor but patient wife of a rich playboy and how she regenerates him.

It was a too popular theme a few years ago to be crisply fresh now, but it is well written and can be read with fair interest. Mild picture possibitities.

Nashville, Oct. 6. Mrs. L. C. Naff, manager of Ryman

Auditorium, will celebrate an anniversary next week when she pre

sents John McCormack in concert.

In 1916, when Mrs. Naff first took over the Auditorium as her own venture, she put a second mortgage

on her home to raise a guarantee for McCormack. It was the tenor's

first visit to Nashville. Every seat in the auditorium was sold before

the sale opened. On the night of the concert all standing room was taken and 300 seats were sold on the stage. Mrs. Naff made the guar-antee and a lot more, paid off the mortgage and but a nice sum in the

With that start, Mrs. Naff became

Strippers and Lil' Arthur in Salmaggi's 'Aida' at Hipp; \$10,200 for Three Nights

By ROBERT BARAY.

By KOBERT BARAL

Weekend opera under Alfredo Salmaggi reaumed Friday. (2) at the
Hippodrome, New York, with 'Alda'
introducing a 'trio of new Voces, a
dun of silver shellacked strippers in
Act 2, and Jack Johnson, ex-heavyweight champ, as-an Ethiopian slave.
Three nights grossed \$10,200.

Johnson wore a leopard skin, some
horns and shackles. He didn't sing,
but got a big enough hand to step
forward by himself for solo bows.
Leading divas and tenors came next.
Maru Castagma, Vittorio Fullin and
Ettore Nava age the newcomers to
Salmaggi's company who did
quickle on debutthe. They should
salmaggi's nightholl in armen.'
Semmiggi's nightholl in armen.'
Semmiggi's nightholl in armen.'
Semmiggi's nightholl in armen.'
Semmiggi's nightholl in armen.'
As of the significant of the signifi

a new high for fancy trimmings this season. 'Aida' especially was a honey for circusy flairs. An octe to Harlem six-footers was drafted for the public square scene, topped by the Johnson entry. Finale had two silver girls with long tinsel tresses, brought in as captured loot. House was silent at first, and then applauded. Three-night stand did near capacity.

applauded. Three-night stand did near capacity.

Impresario is expanding his policy, starting this week. A Wagnerian cycle bows in as Sunday matinee fare, the first one to be 'Tannhaeuser.' It will continue until the ring is completed.

St. Louis Remodels Aud. From Stokowski Plans St. Louis, Oct. 6.

Construction of a new stage set-ting in opera house of Municipal auditorium, designed by Leopold Stokowski, conductor of Philadel-phia Philharmonic Orchestra, to eliminate acoustical defects, will be completed by 'Oct. 30 when St. Louis Symphony Orchestra begins season, completed by Oct. 3 when St. Dolls-Symphony Orchestra begins season, During past two years while local symphony has used opera house, symphony has used opera house, occupant of the property of the symphony of convex covered set but passed through side walls and celling. Stokowski was invited here last May to make recommendations and after sound tests advised construc-tion of new stage set which will be on order of half-opened shell and patterned after those used in Phil-adelphia, Boston and New York, City is footing the bill of \$5,000, from fund earmarked for completion of suditorium building.

Sir Hubert Leads Off

Detroit, Oct. 6.

Sir Hubert Wilkins, British polar explorer, will open annual World Adventure Series in Detroit Art Institute here Oct. 11.
Others include: Capt. Irving John-Detroit Capt. Irving John-British Capt. Irving Johnson

Others include: Capt. Irving Johnson, Oct. 18; Branson De. Cou, Oct. 25; David Irwin, Nov. 1; Dr. Luther Gable, Nov. 8; Arthur C. Fillsbury, Nov. 15; Capt. Albert W. Stevens, motion pic lecture, Nov. 22; Herbert Thompson Strong, Nov. 29; Deane H. Dickason, Dec. 6; and Julien Bryan, Dec. 13.

Dec. 13.

For the fourth consecutive season, the Clare Tree Major's Children's Theatr cf. N. Y. will give a series of plays under auspices of Detroit Civic Opera. Society at Orchestral Hall. Opening production, Oct. 20, will be 'Mrs. Wiggs of the Cabbage Patch.'

Heidelberg Winter Plans

Berlin, Oct. 6. Program of the Heidelberg winter concerts for '36-37' is to include 23 musical performances. There will be seven musical performances. There will be seven symphony concerts directed by general music director Kurt Overhoff, and in addition a special concert devoted to Lisat and the two Wagner's, same under the patronage of Frau Winifred Wagner.

There will also be given seven chamber music concerts, and the season will be concluded by a Mozart

son will be concluded by a Mozart Festival under the direction of Kurt

Whiteman Dec. 1

Date for Paul Whiteman's New York concert has been set for Dec. I. Exact spot is not picked as yet, though it may be Carnegie Hall. It follows Whiteman's Philadel-phia appearance with the Philly symphony.

DETROIT JOB OPEN

Fritz Reiner Deemed Favored Candi-date for Baton

Detroit Oct. 6.

Town in in a dither over who'll succeed the late Ossip Gabrilowitsch as conductor of the Detroit Symphony ork, Many are lining up behind Fritz Reiner, who's appeared here often and recently batoned ork for Ford's Sunday eye concert over CBS.

here often and recontly batoned ork for Ford's Sunday eye concert over CBS.

Whether Symph society will try to sign him, won't be settled for sometime, however, because present season is already set with plenty of guest directors who were lined up last year when it appeared Gabrilowitsch wouldn't be able to resume rostrum this season due to illness. Victor Kolar, assistant to Gabrilowitsch for several years and leader of symph during his two years' illness, appears, at present out of the conductor picture.

PORT., ORE., PIC HOUSE **BOOKS 1-NITE CONCERTS**

Portland, Ore., Oct. 6. Bill McCurdy has tied up with the Evergreen Paramount for concert series starting next month. One night stands of noted names such as Flagstad, Rachmaninoff, Tibbett and Martini are spotted throughout the season. Admish is \$2 top.

For these concert bookings Ever green's 3,000-seat Paramount will suspend its regular pic policy. The house figures that there is prestige

suspend its regular pic policy. The house figures that there is prestige besides profit in an occasional concert booking, and that the idea won't interfere with pic grosses that must be made in six days instead of seven. Bill: McCurdy is Northwest agent for M. D. Doc' Howe's L. A. booking office. He also represents Fortune Gallo, of the San Carlo Grand Grand Concert to the concert stuff also gets a great play in these parts.

Berlin Concerts

Berlin, Sept. 2. Yosie Fujiwara is giving a Bee-thoven evening. Dusolina Giannini is restricted to only one recital at the Philharmonic Hall. Wiener Saenger-knaben ('Viennese Singing Boys') are slated for a concert. Koczalski is on the Meistersaal list with a Chopin cycle. Claudio Arratu is giv-ing two recitals at the Bachsaal. Frederic Lamond will do four Bee-thoven evenings.

An Anglo-Hungarian Music Festi-tal is set at Wiesbaden, with the first concert devoted only to Hungarian works, directed by Hans Swarowsky, Second concert, exclusively English works, will be conducted by Carl Schuricht.

Ford Sunday Soloists

Detroit, Oct. 6.
Soloists slated for the Ford Sunday
Evening concerts over CBS, originating in Masonic Temple here, will include the following during the next
two months:

Oct. 11 2000

Oct. 11, Kirsten Flagstad, soprano; Oct. 11, Kirsten Flagstad, soprano; Oct. 18. Gladys Swarthout; Oct. 25, Richard Bonelli, baritone; Nov. 1, Harold Bauer, pianist; Nov. 8, Lily Pons; Nov. 15, Jose Hurbi, pianist; Nov. 22, Richard Crooks, tenor, and Nov. 29, Ezio Pinza, basso.

Ballet Caravan in N. Y.

Ballet Caravan (12) hits New York oct. 31 and Nov. 1 at Kaufman audi torium. Date is current with run of DeBasil Russian Ballet (125) at the

Metropolitan Opera.

Hawkins' office is keeping the U.S. troupe out through Oct. and Nov.

PHILLY'S FEMME FIDDLER

PHILLY'S FERRE FIDDLES.
Philadelphia, Oct. 6.
First woman violinist in history of organization has been signed by Philadelphia Orchestra.
She is Lois zu Pulitz, wife of Sylvan Levin, planist, composer and teacher at Curtis Institute of Music.

A Tough Racket

(Continued from page 1)

are the biggest draws when the booking is okayed, but unless the girl has her share of looks and per-sonality the dates are usually tur-

sonality the dates are usually tur-keys.

Burger has had option on the services of late Representative Zion-check of Washington, Alabama Pitts, one-time ball-playing resident of Sing Sing; Mrs. Legs Diamond, the Hauptmann jury, Dillinger's dad, Hildh Ferguson, Jessie Costello, Peggy Rich and Jack de Ruyter, and sundry other such newspaper per-resulties Endrings on nearly all of sundry other such newspaper per-sonalities. Bookings on nearly all of them were cancelled uncermonious-

sonalities, Bookings on nearly all of them were cancelled uncermoniously when theatre managements were threatened with license revocation.

Sarah Churchill, daughter of the former prime minister, Winston Churchill, who became involved in a transatlantic romance with Vic Oliver, musician, has, since been playing vaude. Public interest has already petered, says Burger. Same goes for proposed booking of star baseballers. They might click, says booker, but even if they do what is there left to play?

Despite all the shortcomings, headaches, and possible losses to be sustained, if a glamorous gal should suddenly decide to shoot her espoused and later beat the resulting the chance. Reason advanced lawe little chance. Reason advanced is likened unto gambling, which, once tried, is never denied.

Piza Moves Site

S. E. Piza, director of matinee musicales, shifts his hotel series from the Plaza to Ambassador, in N. Y., this year. Opener is James Melton on Nov. 19 with series booked on Nov. 19 with series booked through Jan. 21, when Maria Jeritza

In between will be heard Harold Bauer, Ruggiero, Ricci, Rosa Ten-toni, Gaspar Casado, Bidu Sayao, Mil-dred Dilling, and Marcelle Hubert, Melton arrived back from the Coast Monday (5).

Albany District Dates

Albany, Oct. 6:
Concert season opens here Oct. 29, with John Charles Thomas sponsored by Skidmore College, Saratoga-Springs. Laurence Tibbett is to appear in Schenectady the following night, Oct. 30.
Other books

pear in Schenectady the following night, Oct. 30.

Other bookings in section are: Nov. 18, Marianne Kneisel String Quartet, Saratoga Springs; Dec. 3, Lauritz Melchoir, C. neellors Hall, Albany; National Symphony Orchestra, Washington, D. C., 'Hans Kindler, conductor, opens Troy season; Dec. 7, Violet Durkee Ruffalo. Suratoga Springs; Dec. 9, Rosa Tetoni, with Mendelssohn Club, Albany; Jan. 15, Earl Spicer with Monday Musicae Club chorus, Albany, Jan. 18, Grace Leslie, Saratoga Springs; Ban. 29, Ruggetie Rici, Albany; Feb. 19, Cleveland Orchestra, Albany.

John McCormack. Who Paid Off the Naff Mortgage 20 Yrs. Ago, Returns

FRISCO'S 'JUNIOR' SYMPH

romotion Into Big Orchestra Held Out as Reward

San Francisco, Oct. 6. Vacancies in the San Francisco, Oct. 6.
Symphony Orchestra may be filled in the future from the membership of the new Junior Symphony of San Francisco, which is to be organized with Willem Van den Burg, assistant conductor of the senior orchestra, as conductor.

conductor.

Applications are now being received for membership in the Junior Symphony, which has the full endorsement of the San Francisco Symphony.

PLATFORM AND PODIUM DATES IN MICHIGAN

with that start, Mrs. Naff became, with that start, Mrs. Naff became, with most successful manager in the South and one of the biggest outside New York. In the rambling old structure which once housed revival meetings and which today is still without permanent proscenium, she in has presented all the great stars; and music attractions and most of the she with the start of the companies of the start of the control of the content read.

The managerial debut, Mrs. Naff became, which will be she with the first announcement of the control of the content read.

The managerial debut, Mrs. Naff became, which will be she with the first announcement of the content read.

The most successful manager in the source with the start of the rambing of the presents of the content of the content read.

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The most successful manager in the source with the start of the rambing of the presents of the content read read of the content read of the content read of the content read read of the content rea Detroit, Oct. 6.

Fifty-eighth annual Choral Union concert series will open Oct. 19 in Hill Aude, Ann Arbor, with Kirsten Flagstad as soloist. With Frederick Stock directing, the Chicago Symphony, will appear Nov. 2 with the entire personnel of 100 players. The Moscow Cathedral Choir of 24 voices, under Nicholas Afonsky, is due Nov. 16. Others include Jascha Heifetz, violinist, Nov. 30; the Boston Symph, with Serge Koussevitzky conducting, on Dec. 10; Josef Hoffman, pianist, Dec. 14; and Bernardino Molinari as guest conductor of the Detroit Symph, Jan. 15.

Jan. 15. The fourth annual Temple Forum The fourth annual Temple Forum series will begin Nov. 17 in Temple Beth El, with Stuart Chase, writer and economist, as speaker. Others to appear are Senator Gerald P. Nye and Dr. Clark N. Eicheberger, president of the League of Nations Association of America, in a debate on war neutrality; Norman Thomas; Sir Wilmott Lewis, British statesman; Dr. John Erskine; Will Irwin, Dr. Stanley Rypins, N. Y. educator Prince and Princess Loewenstein: Organical Control of the Con dent Roosevelt; Herbert Agar, au-thor, and Lewis Corey, author.

San Carlo's Route

San. Carlo opera dates after.
Toronto, Sept. 24-Oct. 3 are Chi, 526; Milwaukee, 27-Nov. 1; Minneapolis, 2, 3, 4; St. Paul, 5-7; Sioux City,
9; Sioux Falls. 10; Omaha, 11-14;
Davenport, 16-17; Indianapolls, 18-19;
Cleveland, 20-21; Detroit, 22-29; Pittsburgh, 30-Dec. 1 and Utica, 2.
Western dates: follow after the
holidays.

Chicago, Oct. 6. Paul Longone and staff of Chicago City Opera understood not parti

larly pleased with wish of Amelta Galli-Curei to make her re-entry into opera on Nov. 18 with the role of Mimi in Ta Boheme

this season are, in addition to McCor-mack: The Great Waltz, Nov. 18; 'Scandals,' Dec. 15; Follies,' Jan. 18; 'Boy Meets Girl,' March 4; Ballet Russe, March 8, Date is ballet's second at Auditorium, having stacked

up more than \$3,000 in one night there last season.

GALLI-CURCI'S RETURN

BRINGS UP DISPUTE

Management prefers Gilda in Rigoletto or Violetta in 'La Travi-ata' or even Lucis, figuring that these roles are more suited to sopranos of

St. Paul's Opera Season

Chicago, Oct. 6. Phil Fein of the Chicago Civio Opera goes to St. Paul next month to direct that city's municipal opera season.' Will do three operas a year, with those picked for this season be-

ing 'La Boheme,' 'Il Trovatore' and 'Manon.'
First will open early in December, After the opera, rehearsals start immediately on the second which will be done some time in Jonuary. Same procedure for the third will be slated for February or March.

Ballet Espagnol Due

The Ballet Espagnol sule
The Ballet Espagnol sule from
France today (Wednesday) to open
in Havana, and thence to the U. S.
Company includes Juan Martinez,
Soledad, Juanito, Carmellia, Antonita, Isabella, Rosarita, Castillana,
Amya, Morales, Bohadilla, Cortijo,
Amya, Morales, Bohadilla, Cortijo,
Juliana, Vizcatio and Zanoutb.

MET'S PHILLY DATES

Philadelphia, Oct. 6.
Metropolitan Opera Company's local season will include six dates:
Dec. 22, Jan. 5, Jan. 26, Feb. 16, March 9, March 23, all Tuesday nights

Dec. 22, Jan. 5, Jan. 26, Feb. 16;
March 9, March 23, all Tuesday
nights.
Productions will be selected from
regular Met repertoire. Local agpearances will be in Academy

Music Reporters Look for Stories About

Newsless News Conferences at Met-

Opera Outside the Organization

Orchestra. Kreisler's refusal to play dates with big orchestras is that he is too potent an attraction as a recital artist to justify his signaturing as guester with orchestra.

Kreisler's refusal to play dates with big orchestras is that he is too potent an attraction as a recital artist to justify his signaturing as guester with orchestra.

Jason Waters' Gesture

Jason F. Waters, president of Chicago, City Opera, is reported ready to hand over personally the sum of \$25,000 toward the 1936-1987 guarantee fund of the opera for its six-weef's eason. Guarantee fund of the opera for its six-weef's eason. Guarantee fund of \$100,000 and a reserve of \$100,000 and a reserve of \$100,000 are the objectives of Waters' campaign.

Waters believes that the call of guarantors will be extremely light this year due to the healthy response on subscriptions already.

FRITZ KREISLER'S GUESTER

Ist Appearance With Symphony in 25 Years?

Chicago, Oct. 0.

For the first time in nearly 25 years Fritz Kreisler will play this scason with the Chicago Symphony Orchestra.

Kreisler's refusal to play dates with big orchestras is that he is too potent an attraction as a recital articular of the protect and attraction as a recital articular of the protect and attraction as a recital articular of the protect and attraction as a recital articular of the protect and attraction as a recital articular of the protection attraction as a recital articular of the prot

VARIETY

Broadway

Phil DeAngelus back from Canada. Charles Bochert now p.a. for 'New ces.' Cab Calloway set for a short at

ACS Calloway set for a snow-Warners.
Roller skating 'derby' at Hipp went into red for 12 G's.
Paramount, film cheefts is up again.
J. Tim Brymn, music arranger and voice coach, is very much alive. Jack Manning gives a good imita-tion of D. W. Griffith as an air en-tertainer.

Sing was password at newspaper-men's gatherings in evenings during world's series.

Bob Woolsey went back to the Coast after seeing a couple World Series games.

Series games.

Reorganized Friars Club holds its election of officers and first general meeting Oct. 15.

Harry Richman is dickering with Cosmopolitan Mag for, his exclusive on the flight story.

Leo Pillot out ahead of Russell Paterson's Living Model's unit for Fanchon & Marco.

Beverly Kelley in

Paterson's Taving Models' unit for Fanchon & Marco.

Beverly Kelley in press departing the property of the pro

ment.
Ray Perkins sailed for a month in
Paris and London this week. Just
concluded 20 weeks at the Cleveland

Expo. ing Mills doing it the hard way, inving Mills doing it the hard way, inving Mills doing it the hard way, inving Mills doing it the possible works. Will be gone six weeks, Charlotte Buchwald, WMCA interviewer spent a couple of days at the Republican State convention as delegate.

the Republican State convention as delegate. Barpoort, Par's manager in delegate. Barpoort, Par's manager in Republican State in Republican State in Republican in Republican in Rev York, leaves for Havana fomorrow (Thurs.). Lou Guiden and the Corbination of the Republican in Reversion of America band exec, was formerly quite a maestro on his own between the Republican Reversion of America band exec, was formerly quite a maestro on his own between the Reversion of Rever

chritude among the town's neadwau-ers.

Billy Jackson's boy, Bobby, having reached the ripe old ago of 13. cele-brates his bar mitzvah at Crown Heights Temple, Brocklyn, Sunday (11),
Oscar Wilder McKennee, ad and promotion chief at the Essex House, does his exploitation via the racon-teuring form. Illustrates his points via anecodas.

does his exploitation via the raconteuring form. Illustrates his points via an accolota.

Harry Cohn and Eddie Buzzell earne in and going back to the Coast techne after a flash at the series. He could be considered to the Coast, via plane. New Jane Gray studios especially wired now for radio purposes. Trend is toward microphone rehearsals for earner chores, as well as the usual James P. Dawson, para of para content of the company of the

Panama By Bea Drew

Tiny Day left the Atlas Garden. Kelley's Ritz reopened with entire snow. and Mrs. Gene Buck were visitors here.

El Kancho had a Casino night. All for charity.

Beer gardens kicking because govt

Beer gardens kicking because govt wants more taxes.
Oscar Moreno and Blauca Cuban dancers at the El Rancho for one week.
Willidred Stencel, new singer, just arrived from Hollywood for the 'El Rancho.'

ie Kempt left here for New and Providence, R. I. Expects

Mazie Kempt left here for New York and Providence, R. I. Expects a radio job. Sallots from the British ship Ajax gave 8 vaudeville show at the Army Yin Cristobal. " "-'New show of 10 people arriving for the Atlantic on the next boat from New York.

he Atlantic on Mew York, New York, ne Mistell, Hollywood fashion out on a fashion parade Rene Mistell, Hollywood assumed lesigner, put on a fashion parade of his models with local girls. "Treddie Lewis will be the first trastican fightor to appear in the satter tag in over four years. He

CHATTER

Paris

Chez Suzy Solidor open again. Cecile Sorel back from Poland. Al Martin and Edith at the Em-pire. La Villa, Montparnasse nightie, re-

DIFE.

La VIlla, Montparnasse nightie, reopening.

La Use Pasteur (WB) at
the Apollo.

Las Mirande in from Rome for a
five-day visit.

Molly Picon billed on the next
A. B. C. show radioing over Paris
P. T. T. status Salon opening at the
Mone Cristo, nightie

Andre Ie Bret appointed cinema
critic for the Petit Parisien.

Yves Mirande recovered from an
automobile accident and back at
work.

york.

Jan Kiepura back from Warsaw
und denying rumors he will enter

politics.
Yves Bizos of the Alhambra creating a new independent agency of his own.
Danielle Darrieux signing to make three films in Hollywood; starting in

January.

Mona Goya off to London to make two films under direction of Ted Edwards. Edwards.

Jean Zay, Minister of National
Education, back from Vienha theatre

Edwards.

Jean Zay, Minister of National Education, back from Vienha theatre Control of the Cont

Sydney By Eric Gorrick

By Eric Gorrick

Jim Thonley, Par, returns.
Strart Fried home; Charles Muno greet him by home; Work is progressing rapidly on Rangle River' for Col-National.

When the progressing rapidly on Rangle River' for Col-National.

Sir Ben Fuller returns from Melbourne this week after another one of his quick oo. tours.

Johnny Glass now the right hand Johnny Glass now the right of the form the ranks of publicity menome of the progressing of the progressing the prog

Son.

Local producers are rushing processing of their pix to get a break into the Sydney field as quickly as possible.

into the Sydney field as quickly as possible.

Herbie Hayward getting out great exploitation for 'The Flying Doctor' (Nat') and 'Uncivilized' (Chauvel). Both locals of San Franciso' (MG) bere have even amazed the Metro Grails. Each week the take has reached secord figures. Columbia has brought several of its inter-State men to Sydney to watch the production of 'Rangle M'William and the second figures. Columbia has brought several of its inter-State men to Sydney to watch the production of 'Rangle M'William and the second figures. On the second figures and several to have a hit. The Merry Widow is in revival in Melbourne for same firm. George Barnes, Thool Theatres, has been kept busy lately in taking the second figures of the second firm of the

new batch of vaude performers.

Dan Carroll progressing nicely after a major operation. Carroll, besides taking care of big pic interests, is chairman of the Film Board of Trade.

Marden will now devote the major portion of his time-to station 2 UW. portion or his time-to station 2 UW.
Americans in Australia include
Victor Jory, Edward Bowen, Clarence Badger, Maxie Rosenbloom,
George Simpson, Sammy Lewis,
Patti Moore, Mike Lustig, Jack Goldie, Alexander Santos, and Edmond
Seward

Seward.

"Pearl Lust' being produced by Pearl Lust' being produced by Apex Films under direction of A. R. Harwood at the Cinesound Victoria studio. Harwood is an indie producer and has the studio on lease. Fay Revil and Jack Bowden, locals, are featured.

Berlin

Con Colleano to the Ufa, Ham-

Cor Colleano to the Uia, Hamburdoldy, new nitery, open on Nuremberg Platz.
Flerre Corneille's 'Cid', current at the Nolleandorf Platz.
William Randolph Hearst in from N. Y. on his 20th visit.
Seven Aus Tokay from the Scala to the Nolleand Constitution of the Nolleand Constitution of the November of the November of the November of the New York of the November of the November of the Scala Cracy Snow starting Oct. 16.
Three Cossacks booked for the Scala Cracy Snow starting Oct. 16.
Three Cossacks booked for the Scala Cracy Snow starting Oct. 16.
We would date the November of the Scala Cracy Snow starting Oct. 16.

Haru Onuki in from Brussels for two vaude dates, Leipzig and Dresden.

Peter N. Brinch, general manager of the local 20th-Fox office is leaving the post of the local 20th-Fox office is leaving the post of the local 20th-Fox office is leaving the post of the local 20th-Fox office is leaving the post of the local 20th-Fox office is leaving the

main the principal items in the new season here, with military march to be charteff Hauptmann attending his drama "The Rats" at the Rose the-atre on occasion of the latter's 30th anniversary.

Theen's "Peer Gynt," a revival at the Theatre of the Peoples, adapted the Theatre of the Peoples, adapted projection Eckart, staged by Walter Ether Pluels for films now centralized and dependent of nature and grade, with the cultur-politic pics, getting preference.

Jushny's Blue Bird, Russian cabract, after a month at the Kabaret at the control of th

arter turning excusively to orches-treshlip Lesing for years running the Breslau Liebich (vaude) and out because of those Nureers laws, has taken over the Kiraly Szinhas, Budapest; to open with vaude on Oct. 1. Jules Marx, former Scala director

Oct. 1. S. Oct. 1. S.

Ouebec :

W. Haynes in from Toronto.
George Daws here from N. Y.
Arthur Hirsh back from N. Y.
F. Perry in from Three Rivers.
Rube Bolstead in from Toronto.
A. W. Terry here from Saint John.
Fred Winters visiting from Moncm.

n. John Costis, Granby, passing through.

Joe Lightstone back from a long visit to N. Y.

Gene Paul m.c.'ing at Kerhulu and

Gene Paul m.c.ing at Kernum ann Odiau cabaret. George Rotsky injured his hand but is convalescing. Irving Sourkes, formerly of United Artists Exchange, over to Empire. To the series: Bill Jeffreys, Willie Ellman, Bill Lester and Alec Adel-man.

man.
Allan M. Irwin awarded the Pam-phile Lemay literary award by Laval University for his travel bdok: Kings and Cabbages.

Change in town. Visit

rature a major operation. Carroll, be-sides taking care of big pic interests. Spyros Skouras in town. Vision is the film Board of the fil

London

Marigold is being revived Oct. 13 with Sophie Stewart in the role cre-ated by Angele Baddeley in 1927, Elsie Carlisle latest greyhound owner. Bought Speedway Mick, which is running on the Wembley

track.
When Charles Laughton is available he will star in Norman Ginsbury's new play, "The First Gentle-

man'.

Flanagan and Allen's contract with
General Theatres expires in January,
with the team asking \$1,750 for re-

General Theatres expires in January, with the team asking \$1,750 for re-newal, with the team asking \$1,750 for re-newal, and the state of the Lyric, Oct. \$0, \$1,000 for the state of the Lyric, Oct. \$0, \$1,000 for the state of the Lyric, Oct. \$0, \$1,000 for the state of the Lyric, Oct. \$0, \$1,000 for the Lyric, \$1,0

of seeing Browne, will sing leading next year. New York, next year. H. & G. circuit, (Hyams Brothers and Gell). In new offices at Cork woolf, so as to be near the Gaumont-British publicity office. (Col.) is Mr. Deeds Goes to Troub. (Col.) is Mr. Deeds Goes to Troub. (Col.) is Mr. Deeds Goes to Troub. (Col.) is Regal, where it has broken all house records. It will be succeeded by the new Grace Moore film. The King Steps Out (Col.).

Daniel Mayer Co. will produce a Deeds of the Cord of Sherry in Lord on the Cord of Sherry in Lord of Cord on Sherry in Lord on Sherry in Lord on Lord

The Hague By W. M. Etty-Leal

Legit-season in full swing now,

Chicago

Joe Sanders orchestra going on out the road.

Sam Gerson back from eastern Sindert lok-around. State of the s

ings in Indiana.

Song Dluggers on the merry-goround trying to make all the nitery
openings these past two weeks.

Frederick Donaghey by-lining
some special contributions on the
legit page of the Chicago Daily
News.

legit page of the Chicago Daily News.
Morris Gest counting the house from the lobby of the Harris, where Lady Precious, Stream is doing a two-week stimat back in town and Renee Howard betweet for Congress hotel, particularly handling reopening of Urban Room.
Roger Graham suffered physical breakdown and will be in hospital for the winter; May Hill and Art Goldie handling his business in the interim.

Goldie nanding his business in the interim.

Alice Gerstenberg up to her neck in work between council of WPA theatre project and rehearsals of 'Call Me Ziggy,' to be premiered shortly at the Playwrights' theatre...

Hollywood

Buster Keaton back in town Robert Benchley off to New York. Laird Doyle took his finals for

Richard Dix bought an estate ct Santa Barbara,

Richard Dix bought an estate ct
Santa Barbara.

Julia Curtise, yaude actress, here to
dig up screen labor.

Russell Birdwells celebed their
Richard Russell Birdwells celebed their
Results Results held open house in
his Whitley Heights menage.

Claire Trevor and mother going
earner Claire Trevor and mother going
earner E. J. Mannity
was and the selection of the selectio

week personal appearance week personal appearance in Jack Cunningham, Par producer, planning a trip east through the

planning a trip east through the Canal.

Canal. At the cast through the Canal.

Monckton Hoffe, writer, has returned to Metro after a lengthy vacation.

Ted Healy and party planed east the tail-end of the World Gard.

Arthur Klein has quit the John Zantt agency to become a 10% er on his own.

Kay Hughes doing her initial warbling sint in The Big Show at Recome Eaymond and Jeanette MacDonald publicly announced they'll be wedded June.

Rose Heitner, Earl Carrol show girl, debuts in Republic's The Country Gentleman.'

William Powduction of 'After the Thin Laurence Schwab made assistant producer on the Eddie Cantor picture at 20th-Fox.

Young son of Harry Brand under-

Men' went on.

Laurence Schwab made assistant producer on the Eddie Cantor picture at 20th-Fox.

Young son of Harry Brand underVoung son of Harry Brand underCedars of Leatherncy appen op at Cedars of Leatherncy appen op at Arthur Janisch, erstwhile U publicist, has joined Paul Snell in Sol Lesser's department.

For apparently no reason at all, and the solid solid paper of the Solid Solid

Depths Bellow (Col.) to D. Ross Lederman. Depths Bellow (Col.) to D. Ross Lederman. James Mellon trained out for New York to resume his radio work. He finished in 'Mellody for Two' prior to the state of the state

pubs.
Looks as if young Tommy Breen,
11-year-old son of Joseph I. Breen,
of the Hays Coast office, may obtain
coveted spot in Selznick-International's 'Adventures of Tom Saw-

yer.'
Dorothy Lamour has joined her hubby, Herbie Kay, playing in Chi, following a siege at the Cedars of Lebanon hosp after collapse from overwork in The Jungle Princess' at U.

at U.

Third generation of the Bacon family has donned the grease paint. Frances Bacon, daughter of Lloyd, and grandotter of Frank (Lightnin') Bacon, debuted in a little theatre

Bacon, debuted in a little theatre show.

Edward Stevenson, who was as-sistant to Bernard Newman as cos-tume designer at Radio before latter left studio recently, gets the boss' lob as per Sam J. Briskin's com-

mand.
Man who beat up Dean Hyskell.
FWC advertising chief, in h.o. pro-jection studio some weeks ago, re-ceived sentence of 180 days in jail, but Hyskell consented to two years probation.

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. VARLEXY takes no credit for these news items; each has been rewritten from a daily paper.

East

Anna Case, classical dancer, suling her husband to set aside a separation settlement which she charges was obtained through fraud. In counter-suit, entered last week, he charges she confessed infidelity with at least four men last year.

four men last year.

Floyd B. Odlum, of Atlas, has purchased Franklin Simon & Co. His divorced wife is prez of Bonwit,
Teller & Co., a short distance up the

Teller of Co, a such that a yenne.

Tract to operac pup racing at the Kyneck track, so that it may recover outlay. State clamped down opening day, but track continued operation, taking in \$7,000 or \$8,000 profit in 10 and 50 progration.

day, but track continued operation, taking in \$7,000 or \$8,000 profit in 10 days of operation. New faces in 'New Faces' will be those of the Duncan sisters.

Bob Edge, radio sports amouncer, fined \$20 at Toms River, N. J., for having a rifle in his car in a deer wood. His companion was soaked \$100 on the charge of hunting deer but of season. Wednesday (30), but it was confined to the top floors of the Empire State. Rain by the time it reached the sidewalk.

Edward Johnson, of the Met, to be

sidewalk.
Edward Johnson, of the Met, to be principal speaker at the Opera Guild meeting this (Wednesday) afternoon

BIG N. Y. SPORTS WEEK BOOMS BROADWAY

New York's cavalcade of sport topped by the world's series ball games and the Futurity last week to be a seried to be a seried

and sold at b.o. rates.
Out-of-towners seemed surprised
that the regular box office price for
the games was \$5.50. They figured
it was \$3.30. Sunday game also at
the Stadium brought out another
record crowd.
The series did not affect the draw

record crowd.

The series did not affect the draw of the \$80,000 Futurity at Belmont race track. Big delegation from Philadelphia was on hand principally because of the interest in the winner, Pompoon, owned by Jerry Loucheim, who also owns the Warwick hotel over there. When the outstanding over there, when the outstanding control with the property of the property

easily, Loucheim's wife and daugner shed tears of joy.

Afternoon papers were supplied with series pictures delivered in novel fashion. Acme service used peons to Was small negative process to Was small negative of the service of t

Lucrezia Bori guest of honor. Hotel Pierre.
Receiving stable at Belmont Park burned last week, but none of the 800 horses stabled there were harmed, Luss \$12,000.
Grover Whalen predicts N. Y. fair will gross \$100,000,000, on a basis of \$5,000,000 attendance. Expects profits to finance restoration of site to park use.

isopodomo streminance. Expects profile in the control of site to park use.
Leopold Lever, WPA musician, given \$50 for suggesting the concerts in Md. Sg. Garden last summer.
Leopold Lever, WPA musician, given \$50 for suggesting the concerts in Md. Sg. Garden last summer.
Magistrate Rudich, of Brooklyn court, rules that four saxophone players in one room violates the city anti-noise ordinance. Suspended sentence on promise by players not Lilly Pons to appear in Korsakov's. The Golden Rooster's at the Met this season. Part requires ability as: a diancer, and she's been taking lessons in Horavood.
In Horavood with the control of the court last week for pasting a black eye onto Margaret Schultz in a Bronx picture house. Fondier explained she and her sister were talking so much he was unable to enjoying so much her action. James C. Rule obtained an injunction Thursday restraining Paul L. Margaret Schultz in the summer. Says it's practically his own 'A Willit to Love'. Defense offers that he agod to the curve of the Transfiguration.

Espiscopal Guild held its first aftermoon reception last Sunday in the
Guild hall of the Church of the
Transfiguration.

Harmonica player took first prize
in the Central Park music contest
Thursday. Second went to a 'tongue
clicker,' who makes sounds by rolling his tongue around.

The content of the content of the content
of Shidemiel,' Yiddish musical, and
David Freedman may adapt it for
Broadway.

David Freedman may suspin to Broadway.
Ethel Smith Atwell, former chorus girl and divorced wife of Roy Atwell, to marry Cyril Tolley, golf pro, at Westport, Conn.
Janet Olcott, adopted daughter of the late Irish comedian, made the (Continued on page 62)

Abe Lyman Suing McLarnin's Manager For \$500,000 Libel

Abe Lyman, orch leader, filed suit in the N. Y. Supreme Court Friday (2) against Charles (Pop) Foster, manager of Jimmy McLarnin, light-weight fighter, alleging libel and de-manding \$500,000 damages. Action is an outcome of the McLarnin-Barney Ross fight of May, 1935. At the time of the battle there was

At the time of the battle there was considerable publicity concerning the dispute between Pop Foster and Lyman, the former openingly alleging that Lyman did not play fair in the matter of bets made on the outcome of the battle. The name of Jack Dempsey, who refereed the fight, was prominently mentioned and in the present action he is involved as 'a friend of Lyman'.

the present action he is involved as 'a friend of Lyman.'

Lyman's complaint, filed by his attoriney, Manuel- Maxwell, alleges, in part that Foster made certain derrogatory remarks against him before the N. Y. Boxing Commission prior to the fight. Part of this statement, Lyman claims, follows:

"Abe Lyman had placed a bet of \$1,000 on Ross on the property. The property of the pro

The Boxing Commission took by the time the car reached mid-town.

The McLarnin-Canzoneri fight was put over to Monday (5) night. Base-ball fans were still in town but the demand for tickets was reported con-siderably under expectations. This week has another major boxing week has another major boxing the Hippodrome offering its day night (9) and the might win dishon-stry a wager. He charges that Pos-fer remarks damaged his popu-dirst flag day with Doe Louis matched with George Brescia, Fri-day night (9).

M'LARNIN EVENS COUNT IN RETURN WITH CANZY

By JACK PULASKI

It may have been the end of the pugilistic road for Tony Canzoner Monday (5) night at Madison Square Garden, when he was decisively Monday (5) night at Madison Square Garden, when he was decisively beaten by Jimmy McLarnin in 10 rounds. But the courage of the swarthy Brooklynite kept him try-ing and forced the respect of the one-time dynamite puncher from

swarthy Brooklynite kepî him trying and forced the respect of the one-time dynamite puncher from Vancouver.

First six rounds furnished excitement to the fairly good house. After that the contest tapered off. Fightwood for the fairly good house and the contest tapered off. Fightwood for the fairly good house. After that the contest tapered off. Fightwood for the fairly good for fairly good fairly good for fairly good fairl

danger of a kayo.

Condition Counts

Better condition probably counted as much in Jimmy's win as his punching power. It seemed quite evident that he cannot knock 'em flat as in former times. He won the fight with his left paw, mostly with jabs and sometimes connecting with portside hooks. Canzy didn't seem able to get away from the left except towards the end of several rounds when he forced his way in and landed some corking wallops. Twice Jimmy's legs wobbled, but at the end he was in the much better condition.

condition.

In ring circles Canzoneri is considered a veteran and is also supposed to have all the cash he needs. Same goes for McLarnin, so why they continue in the game is pur-

condition.

Same goes for McLarnin, so why they continue in the game is puz-zling. General opens today (Wednesday) with the Rodeo, and the next boxing card is dated for Oct. 30, when Sixto Escobar will defend his bantam title against Baby Quintana.

BIRTHS

Mr. and Mrs. Don Chambers, son, last week in Hartford, Conn. Father is publicity director for M. & P.

heatres.

Mr. and Mrs. Joe Schoenfeld
VARIETY), son, their first, Oct. 1, in

Mr. and Mrs. Martin Lewis, son, in Chicago, Sept. 26. Father is associate editor of Radio Guide.
Mr. and Mrs. Pedro de Cordoba, girl, in Los Angeles, Oct. 2. Father

girl, in Los Angeles, Oct. 2. Father is a picture actor.
Mr. and Mrs. William Bishop, son, Oct. 4, in Los Angeles. Father is 20th-Fox publicist.
Mr. and Mrs. Cedric Belfrage, daughter, Oct. 4, in Los Angeles. Father is an English journalist now scripting in Hollywood.

MARRIAGES

MARKIAGES

Anita Geraty, vaudevillian and runner-up for this year's Miss Camden' title, to Rupert George, director of minstrel show over WIP, Sept. 30, in Philadelphia.

Florence Barton to Charles Tannen in Ensenada, Mexico, Sept. 19, Tannen, picture actor, is son of Julius Tannen. Bride offenerly Yvonne Danziger to James Ranieri, In New York, Sept. 30. Groom is radio announcer with stations WFAB and WHOM, Jersey City.

radio announcer with stations was and WHOM, Jersey City.

Lois Benson, staff comedienne on WBAL, to Charles Birmingham, non-

WBAL, to Charles Birmingham, non-pro, Oct. 2 in Baltimore. Norman Pyle to Jule Anna Carney, Oct. 1, in Washington, D. C. Groom is Metro p. a. in territory from Phila-south to Georgia. Bride non-pro. Kenneth Roberts, announcer at WABC, New York, to Sylvia Lowe, secretary to James R. Ullman, legit producer, in New York, secretly,

producer, in New 222., Sept. 12.
Gloria Narath, original Minnie Mouse in Walt Disney cartoons, to J. R. Smith, first freckle face in 'Our Gang' comedies, Oct. 4, in Santa

Football

By DICK FISHELL

Last Saturday was an unusual day insomuch as practically everything the green-shirted boys have been were as expected. The one upset, if it could be called that, was on the Pacific Coast by St. Mary's, which trampled all over California as this column stated it would. Yale was been the country stated it would. Yale was supposed to the country of the properties of the country brings together two of the real powerhouses of the grid circles. The Buckeyes 60-0 triumph over NyIU, was a mere indication of the power they possess. Their only loss last season was to Notre Dame in a blood-curding conflict that might have gone either way. They've rehave gone either way. They've rehave

Ohlo State—Pittsburgh
Outstanding game of the country
brings together two of the real
powerhouses of the grid circles. The
Buckeyes 60-0 triumph over N.Y.U.
was a mere indication of the power
they possess. Their only loss last
season was to Notre Dame in a
blood-curding conflict that might
have gone either way. They've retained practically almost all of their
1935 varsity and their reserves are
three and four deep.
Jock Sutherland's Panthers are
probably the best group of mole-

Jock Sutherland's Panthers are probably the best group of mole-skinners ever had at his command. In their two games so far this season, they've turned up unheard of backs who ran 60 and 70 yards against pretty fair opposition. Ohio State will be the favorite but this department favors Pittsburgh to turn the tables.

Columbia—Army

Columbia—Army
Columbia has three promising sophomores which, added to their veteran material, makes up quite a combination. Sid Luckman vice Al Barabas as kingpin, throws quite a pass and totes the apple with equal facility. facility.
The Cadets with only four vet-

Bartmouth-Holy Cress
Hanover Indians had a very impressive record last fall, but they can't wear their newspaper clippings of last year on the field this weekend, and even if they could, the Holy Cross players haven't got time to read them—if they can read. Dartmouth might be a slight favorite in the betting, but we favor the Crusaders.

Syracuse-Raldwin Wallace

There's a funny name and a good many probably never heard it. They happen to be the nation's high-scor-ing team of last year and the chaming team of last year and the cham-pions of the Ohio conference. A vic-tory for them over the Orange would give them national recognition, but we're atraid they'll still remain just the champions of Ohio. Vic Hansen has really got something. L. S. D.-Georgia

Georgia is still undefeated, while

Probable Football Winners and Proper Odds

October 10

By DICK FISHELL

GAMES	WINNER	opp
Ohio State-Pitt	Pitt	5/6
Columbia-Army	Army	7/5
Fordham-SMU	Fordham	8/5
Penn-Yale	Yale	Even
Manhattan-North Carolina S	tate Manhattan	E/E
Carnegle Tech-Michigan Sta	teMichigan State	G/S
Dartmouth-Holy Cross	Holy Cross	5/B
Harvard-Brown	Horward	91//1
LSU-Georgia	Harvard	• • • • • • • • • • • • • • • • • • •
Syracuse-Baldwin Wallace	Syracuse	0/5
Michigan-Indiana	Indiana	
Minnesota-Nebraska	Minnesota	e/F
Tennessee-Auhurn	Auburn	0/5
Oregon State-California	California	7/5
Illinois-Southern California .	Southern California	9/5

(Predictions based on fair weather) Copyright, 1936, by Variety, Inc.

erans will be led by the 150-pound Monk Meyer, a small package of dynamite. Again this seems to be to a case of the veterans of West Point who have had anywhere from two to three years of college football, before matriculating at the solders school, vs. some untried gridders from Morningside Heights. The school, with the solders from Morningside Heights, and their marchine-gun marksmen, Meyer and Craig should go over the top on this one.

Southern Methodist U

Fordham—Southern Methodist U
The Aerial Circus of the Southerners come into the big city with a
ment taked of the Southtaked the Southta

Penn---Vale

The Quakers have a veteran eleven and a steam-roller machine; if it ever gets moving. Only once in the past two years did they go to town and that was when they swamped Columbia last Fall. On the control of the contr by a few points.

Tennessee-Anburn
Another battle below the MasonDixon Line with Tennessee under
Major Neyland coming to the fore
slowly, but surely, Auburn was held
even last week, but they'll down
Tennessee by two touchdowns,

Tennessee by two touchdowns,

Michigan-Indiana
Bo, McMillan of All-American
fame at Center College some years
back has developed a topnotch crew
of gridders at Indiana, while Harry
Kipke has still only that kick, pass
and payer system, and most of fils
plays are of the last variety. It is an even-Steven game, with Indiana getting the shade.

ting the shade,

MInniesota-Nebrzeka
Everything being equal, this game
would be a toss-up, and would normally pick Nebraska, but Minnesotahas had two weeks' rest, their last
game being against Washington, out
on the Coast. With 14 days to recover from that frip, they'll continue
their unbroken string of victories
over the Cornhuskers.

Oregon State-California

Oregon State-California.

The Bears were knocked off their perch by St. Mary's last week, but that won't keep them from going through the rest of their season undefeated. They'll take Oregon State and stop fooling!

Illinois U. S. C.

ne other hand, Old Eli has a well-unided squad—capable reserve— nd Ducky Pond seems to have the tuation well in hand. Yale will ake to the air and grab this gamed ya few points of the past five years has been be-town midwestern standard. Howard Jones and his Trojans can plain ya few points first major This is Chick Meehan's first major

OBITUARIES

HERB WILLIAMS

HERB WILLIAMS
Herb Williams, S2, born Herbert
Schussler Billerbeck in Philadelphia,
died Oct. 1 of internal hemorrhages
at his home in Freeport, L. I. He was
ill three days and an autopsy was
necessary to determine the cause of
death. At first the cause was reported as pneumonia.
Williams rose them the cause was

ported as pneumonia.

Williams rose from the position of pit pianist in a Shamokin, Pa, theatre to the top comedy acts in show business in a span of 35 years. His initial ambitions were for the concert stage, yet none of his intimates are cognizant of why or how he turned to comedy after graduating from the Philadelphia Conservatory of Music.

From Shamokin Williams moved to Philadelphia for another pit or-chestra position. He teamed with Hulda Wolfus, married her, and shortly afterwards moved in the strata of vaudeville headliner with an act that became internationally known as Williams and Wolfus, The combination From Shamokin Williams moved strata of vaudeville headliner with an act that became internationally known as Williams and Wolfus. The combination was ruptured for a short time 21 years ago while Miss Wolfus was bearing their first child, Doris. Bart McHugh, late Philadelphia vaudewille producer, teamed Williams with Tom Kennedy for a year of so. Kennedy is now a vaudeville producer.

ville producer.

Reteamed with Miss Wolfus, Williams again moved upwards, head-lined from coast to coast on the Keith and Orpheum time as well as in Europe. That a man with concert ambitions should have turned to hoke comedy was incongruous enough, but stranger yet was the fact that he ever played the plano seriously on the stage. He used a prop plano, which disgorged beer and fell apart and became widely known.

Domestic difficulties about 10.

on the stage, he used a prop plano, which disgorged beet and fell apartiand became widely known.

Domestic difficulties about 10 years ago finally split the Williams and Wolfus team for good, the pair agreeing to a divorce with a 50-50 property split.

Williams them surrounded himself with a four-people act, retaining most of the Williams and Wolfus mattering the west of the Williams and Wolfus mattering to the williams and Wolfus mattering the west work of the Williams and Wolfus mattering to the williams and Holfus mattering to the west will be a for the control of the williams and Holfus mattering and the control of the williams and Holfus mattering and the control of the williams and the control of the williams and the control of the williams and williams

ond wives, are his father, Henry Billerbeck; a brother, Milton, and a sister, Mrs. Edna Ebenbeck, Funeral services were held in Freeport, Oct. 2. with burial Oct. 3 in Philadelphia.

HARRY FITZGERALD

HARRY FITZGERALD

Harry Fitzgerald, S5, one of the leading kinent agents for more than 20 years, died Oct. 4 in Los Angeless after a year's illness. He gave up the participation of the control of the c

Robinson, Ted Healy and Allan Dinehart,

Widow, a brother, Leo, also an agent, and one child survive. Remains were shipped east for interment in New York Friday (9).

RERNARD GRANVILLE

BERNARD GRANVILLE
Bernard Granville, 20 years ago
one of the most popular leading men
in Broadway musical comedies and
father of Bonita Granville, child
film star, was found dead by friends
the night of Oct 5 in his Hollywood
apartment, which he had occupied
since his arrival from New York
three weeks ago.
Although death was from natural
causes, an autoosy took place

causes, an autopsy took place Oct. 6.

Granville's first success of conse-Granville's first success of consequence was in Chicago. Subsequently he appeared in several Ziegfeld Follies' productions at the Winter Garden, and in No, No, Nanette'. He was extremely versatille, an excellent dancer, one of the first of the eccentric type, and had a good tenor voice. He retired from the theatre about five years ago to enter the insurance business. His daughter and widow, Rosina Timponi, formerly a professional, survive.

JOHN-LYNCH

JOHN-LYNCH
John Lynch, 66, writer under contract to Metro studios, died in Los Angeles Oct. 3 following heart attack. Lynch, born in New York City, started into the theatrical pulmess after being educated as Cornell and He started as an exhibitor in Syracuse, Rochester, Albauy and Utica, N. Y. Later he worked with Lewis J. Selznick and Jesse L. Lasky and the Shuberts. He went to the Coast in 1916. He adapted Grand Duchess and the Waiter, 'Woman of the World,' The Ne'er Do Well' and Volcano.'
Widow survives. Because of de-

Widow survives. Because of de-ceased's wishes no funeral was held.

IRVING HAYWARD

IRVING HAYWARD
Irving Hayward, 48, professionally
known as Alan Brooks, died at the
NVA sanatorium, Saranac, last week,
atter a lingering illness of two years.
For years he was recognized as a
producer, in. both the legit and
vaudeville, ledl, starred in his own
vaudeville, act, and a headliner for
many years.

valideville, act. and a sessimist we many years.

He was in moving pictures about two months, that being his first real break, when he shad his break-down that sent him to the mountains.

···· TIBOR RAMBATIER

THOR RAMBAUER
Tibor Rambauer, 45, for the last
12 years general manager for Brazil
of Paramount, died in Rio Sept. 8
after an appendicitls logeration.
He was a member of a dis-He was a member of a dis-inguished Hungarian family and intered the moving picture field in grazil in its early stages.

Brazil in its early stages.

He was first associated with German picture concerns but soon asso-ciated himself with the American

JOHN F. O'CONNELL
John F. O'Connell, 50, who had
been with various circuses since
boyhood, died in Tyler, Tex. Sept.
29, of a heart attack. At the time of
his death he was one of the 24-hour
men on the Ringling-Barnum &
Bailey circus. His home was in
Lynn Mass.

for many years associated with the Musical Publishing Co. of Cleveland, was killed Sept. 24 when he was thrown from his automobile while en route home.

n route nome.

His widow, two sons and a daugh er survive. Interment at Perry.

R. C. NICHOLLS
Captain R. C. Nicholls, 56, a one

Captain R. C. Nicholis, 50, a one-time assistant manager at the now defunct Capetown music hall, the Tivoli, and recently an air pilot, crashed Sept. 8 near the Aerodrome, Durban (Natal). He died whilst on the way to the hospital. Widow and one child survive.

BOOTH HOWARD Booth Howard, 47, film actor, killed Oct. 4 in Los Angeles, be run down by an auto as he was re-turning from a birthday party.

He played in many pictures after a long career in stock.

JAMES M. Mordoff, 81, died Sept. 30 in Corona, Call., after a brief illness. He was for 15 years associated with Southern Poster Co. in Los Angeles A daughter survives.

JIMMY ADAMS
Jimmy Adams, for several yea
manager of Loew's, Montreal, ar
for the past year at the Metropol
tan, Regina, died in the latter of
Oct. 5.

WILMA SHUESLER
Wilma Shuesler, 24, picture script
writer, killed in plane crash in Chicago on Sept. 29. he was not mar-

Burial in Chicago.

HOWARD ADAMS
Howard Adams, 27, motion picture
director, former actor and radio announcer, killed in plane crash with
three others in Chicago on Sept. 29
Burial in Detroit.

Mrs. J. A. Tillinghast, mother of Greenville (S. C.) Piedmont sport editor and WFBC aircaster David Tillinghast, died Oct. 2.

CHARLES S. KLINE

CHARLES S. KLINE
Charles S. KLINE
Charles S. Kline, for more than 30
years a prominent figure on Broadway, died Oct. 5 in New York.
He. was for a time associated, with
Capt. James Churchill in the restaurant business, one time proprietor of
the Tokio cabaret and in recent
years the owner of the Strand billiard rooms, home of most of the
important matches.

Air News

(Continued from page 1)

ter-hour news periods six days a week and 52 weeks by the latter contingent of merchandiser was no uncommon thing. Among the petrol settlers the big underwriters of news broadcasts were the various Standard Oil entities and the Tidewater Co. (Tydol).

Yankee and Colonial networks rate as the biggest single source of income for the distributors of broadcast news. It is figured that the contract which Lineractional News Swith John Shepard, 3d, will bring the Hearst organizations over \$100,000 for 1938. Arrangement with Shepard obligates him to pay extra for everything which is not included in the regular service. In a checkup of its clients about a month ago, Transradio News Service found that every one of the stations had at -least one sponsor of news bulletins and that a goodly percentage of them had all their available news periods sold for the sea

News From the Dailies

(Continued from page 61) front pages last week when she broke her engagement to Count de Montaigu. Split after three weeks said to have been occasioned by his request for a marriage settlement of around \$200,000.

request for a marriage sectioned to around \$200,000.

Daniel Frohman spoke on his Reminiscence of the Stage" at the Commission of the Stage of the Commission of the Stage of the Commission of the Stage of the Stage of the Salzburg music to Germany. Signed by 76 members of the N. Y. Philharmonic-Symphony and about 990 other musicians, most of whom have played under the leader. Ohio Johns Michigan and Pennsylvania in barring pictures of Santagand packages. Feels Santa and placker do not blend well in the infant mind; Tyson & Co. suins Gene Buck for Co. s

Tyson & Co. suing Gene Buck for theatre tickets allegedly sold him six years ago. Buck has no recollection of having ordered any.

Chauffeurs' Union in N. Y. plans to picket funerals if on strike to-morrow (Thursday).

morrow (Thursday).

Columbia Broadcasting has commissioned six writers to pen original music scripts for broadcasting. Symphonies and operatic forms limited to 40 mins, suites to 20 and single movements to run between 8 and 14 mins. Composers are Aaron Coperation of the control of the contr

June 1.

A. G. Andrews, of 'Love from a Stranger,' celebrated the 75th anniversary of his stage debut Monday. He began when he was only four in Masks and Faces' with Fanny Ster-

ling.
Radio manufacturers now building sets for farm tractors. Companies planning to broadcast 'Coming Through the Rye.'
Second half of the Phila symphroadcast last Sunday with Stokowski shaking the stick and John McCormack as soloist. Erno Rapee batoned the first half.

Danbury (Conn.) fair on this week. one of the most elaborate in the

In spite of a boasted political pull, Michael Schuster, local dance band director, took five days in the bastile for starting something he couldn't finish in a saloon.

finish in a saloon.

England's Lord Chamberlain has okayed a modified script of Idiot's Delight,' and Lunt and Fontanne will play it in London.

officials of General Motors, Ford, Chrysler and Standard Oil to take a stag ride on the Hindenberg next Friday. Combined fortunes will rep-resent about \$50,000,000,000.

resent about \$50,000,000,000.
Guggenheim Foundation slips \$20,000 to Clark University to permit continuance of work on rocket ships.
Speculators in warehouse whiskey several states of work on rocket ships. Speculators in warehouse whiskey serve stocks are piling up and no danger of any shortage. Buyers liable to get stuck.
Federal men find biggest ever marihuana farm on outskirts of Balthore. Could be worked into tall prices.

tail prices.

National Committee on Education
by Radio visited Federal Communications yesterday (Tuesday) to demand that more time be given the
educational angle by broadcasters. S.
Howard Evans accused the commission of bias. sion of bias.

sion of bias.

Cafe owhers told to hereafter conspicuously post notice of all extracharges on pain of losing license. Result of the recent French Casino case.

Adelaide Gloria, dancer, in court suit against Francis X. Xiques for alleged assault. Her mother raised such an outery court was adjourned. She claims he nevet came across with a promised \$5,000 way from Demmark to cover Carl Brisson's debut in . Forbidden Melody. Home town boy.

Coast

life insurance company for \$10,000 was removed from L. A. court records. Wife of actor claimed company falled to pay after, her Malibu house burned down. Company alleged Atwill took policy while brush fire was raging in Malibu district without comoany's knowledge.

Petition field in L. A. court by Carolie Lombard to have her name granted Bob Burns request to change from Robin Burn.

After securing divorce in L. A.

change from Robin Burn.

After securing divorce in L. A.
from Hugh Buckler, screen actor,
Violet Buckner, appeared in court
and asked jump in alimony, from
\$65 to \$100 weekly.

Son of Gene Stratton Porter taken for \$1,250 by sharper, he reported to L. A. police. Man interested him in finance business by flashing wad of fake bills and scrammed.

Hollywood police arrested Earl K. Smith, composer of 'Down' by the Old Mill Stream,' for drunk driving.

Old Mill Stream, for drunk driving, Harry O. Jones, assistant motion picture director, filed divorce suit against Ninette Paro, actress, in LA. Sull, seeking \$10,000 damages from Sull, seeking \$10,000 damages from Herbert Seeman, 15, allegedly injured when an auto driven by Miss Barrie's chauffeur was in collision with that in which the lad was riding.

riding. Barrymor's suit against Morting Harrymor's suit against John Hotchener and Emmet Do Camomile acted from L.A. court records, along with Camomile's and Hotchener's coupter suit by a settlement out of court. Barrymore claimed former aides were withholding \$100,000 in securities and novement's counter activates and ment out of court. Bar prince claimed former aides were with-holding \$100,000 in securities and private documents. L.A. court fight for custody of her two children won by Dixle Mason, radio warbler. Her former husband, Layton Waterman, claimed she was unfit.

Divorce granted to Mrs. Martha Somerville, wife of Slim Summer-ville, in L.A. She also was granted \$100 monthly alimony and custody of son, four.

Divorce granted Mrs. Elda Vokel Keighley, wife of William Keighley, screen director. She will receive \$45,000 in monthly payments.

Refugees' Agcy

(Continued from page 1)

tried very frequently before because platters are cheap, and a lot of them can be obtained cuffo from Ger-many-by merely requesting them; and local Yorkville (German secand local Yorkville (German sec-tion) gramaphone shops loan them out graits for occasional reciprocal plugs. Germania refugee group is banking on meeting this situation with reasonably priced live talent, sold directly to sponsor or agency, and not to the station. Cost to Alka-Seltzer for its series—a daily 15-minute musical stint—comes to about \$150 per week.

Talent roster includes Charlle Brock, comedian from the Metropol (Berlin): Elsa Braun, soprano, from the Liebig (Breslau): Heinz Heller, bass baritone, from the Staat The-atre (Mannheim): Johannes Trunk, pianist; and Leo Kuscher, one-time orchestra leader for UFA.

Blase Times

(Continued from page 1)

to start on Sept. 30. Times itself withheld the announcement, how-ever, figuring on a Sunday splash on Sept. 27. But the World-Tele-gram, on noting the preliminary an-nouncement and release, decided to nouncement and release, decided to count itself in, assigned H. R. Ekins and splashed it on Sept. 26, beating the Times on the announcement by a full day on the Times' own story.

a full day on the Times' own story.

World-Telegram's instructions to Ekins are to try to beat Kleran into New York, and it has called the thing a race from the first. On that premise, the Hearst papers, via the Dorothy Kligalien tost est to the with the two men. This decision was made day before the start of the trip, which had to be the same day due to necessity of using the Zeppelin for the hop-off.

But the Times is stting back on its dignity as regards a race. Wants its man in first, if possible, on the original premise, but the Times, without saying anything in so many words, inn't playing games with its competition. None of its, stories have mentioned the other two racers, though both other papers constantly Divorce grand Mrs. Irene Florence Curtis, mother of Helen and Maryon Curtis, screen actresses, in L. A. from Edward C. Curtis boxing and wrestling matches dropped from stall the state of the state of

Utah Salt Flats Oust Daytona As World's Auto Testing Ground

Disc Biz

(Continued from page 1)

national influences, one of which is

analyzed to be a reaction against

radio (but to a modest degree) and the other is more concretely a reflex from repeal of the National Prohibi-

on a 5c-per-record basis.

The great hinterlands with their
WPA funds have further boomed

WPA funds have further boomed the sundry liquor dispensaries. Each town in the south and west has its bawdy district, and they, too, are automatic music licensees. It's this type of patronage which has boomed the fast and dirty record trade. Vocalion's 'Sweet Violet's recording (once a Gladys Bentley vocal trademark) has soul 150,000 copies alone, and the standard of the control of the control

PUYALLUP UPS

Salt Lake City, Oct. 6. It on world land speed on Bonneville salt fiats is

Assault on movel the and speed records on movel he make the season of the season

ish records. It is a known fact that the British, It is a known fact that the Artistal Halian and German governments, unaware of the imminence of war, are secretly constructing superautos to establish new records. And are secretly constructing super-autos to establish new records. And they're all sold on the Utah racing

Daytona beach, long considered as

meyre all sold on the Utah racing fourse.

Daytona beach, long considered as the ideal racing course, has lost its laurels. Florida site is much more shall than the Utah salt fasts. As for the salt fasts and requires much more shill than the Utah salt fasts. As for the salt grounds are salt fasts as the salt fasts as for the salt grounds. The swould simply go to pieces at terrific speed on concrete. Sir Malcolm, in recent dispatches, said if he wanted to he could make a few changes on his Bluebird and lift his record to 350 or more mp.h. That, is, if he wanted to. Ab. Jenkins and his relief driver, Babe Stapp, drove 7,134.082 miles in their. 48-hour grind. Three months ago, the fastest man had traveled by sulo for 48 hour was 109.04 miles an hour. A month later English Captain George Eyston averaged 134.34 mour. A month later English Captain George Eyston averaged 134.34 mour. A month later English Captain Control of the costs about \$2,500 to obtain orficial A. A. A. timing service. Telegraph companies have established agencies near site to feed newspapers all over the world with news of events. KSL, 5,000-watt CBS-sfillate at Salt Lake has its mobile short-wave station anchored on track during a run. A flock of rooming houses, cafes, bars and shop, subsequently have sprung up due to the salt fasts racing activity.

Circus Managers Meet

Berlin, Sept. 27.

'Invitations' were sent out by the Reichstachschaft Artisit to all the German circus managers for a round-table conference. Discussion centered around next season's tours to avoid clarke in those districts to avoid clashes in those districts that are mostly favored, such as that are mostly favored, such as Bavaria, the Palatinate and East

It developed that the Berlin Cir-It developed that the Berlin Circus Busch, owned by Pauls Busch
and in reality the former Circus
Strassburger, will be transferred to
Vienna, where Paula still owns a
Permanent stone building. Her local
house, not being used, will be razed
shortly. Another German circus,
Carl Hagenbeck, goes in November
for an extensive tour abroad, starting in South America and making
plans to return to Japan where
Hagenbeck cashed in two years ago.

Acrobat Hurt

Trenton, N. J., Oct. 6.

Jerry Martin, doing a trapeze act at the Trenton State Fair, fell "75 feet to the ground when a guy rope broke Oct. 3, striking his back on a rigging stake, Is in a local hospital in a critical condition.

a critical condition.

Martin lives in New Rochelle.

R. B.-B. & B. Rainout

Dallas, Oct. 6 Heavy rains kept Ringling Bros. and Barnum-Bailey circus from filing its two-day engagement here Sept. 27 and 28. Ground was too wet te hold the stakes.

MIX HOLE UP

Greenville, S. C., Oct. 6.
Tom. Mix may select either Orangeburg or Sumter, S. C., for winter quarters for his 157-motor unit Circus. Former film star expects to drop the canvas for the season early in Nov.

Rained Out, Frozen and Down to 16,000 Day-But Upping

Dallas, Oct. 6.

Pointing to a row of four consecutive big week ends, Texas Centen nial exposition pulled out of a two week rough stretch Saturday

nail exposition pulled out of a twoweek rough stretch Saturday (3)
when attendance grossed 52,148.
The string of bumpy days, which
had pushed the gate almost as low
as 16,000 on one day, was caused by
early rains, an unseasonal norther
and slacking of intersectional tourist
movements. The villages and 'Cavalcade of Texas' were rained out
Sept., a and 86.
The string of the street in mid-week
on theory that week ends can care
for themselves. Current week
brings Saengerfest and concert of
Dallas symphony ork on Monday,
anti-aircraft war games Tuesday
and Wednesday, free 'circus night'
and opening of fair's new show
Whirligigs' Thursday.
Saturday (10) is being touted as
biggest day of expo. Texas and
Oktahoma universities' football
teams will play their annual game
jam-up Southwest, Conference
matches will follow on consecutive
Saturday.

jam-up Southwest matches will follow on consecutive

Saturdays.

Bunny Biggs is staging 'Whirligigs' for expo in 6,500-seat, amphitheatre. It is variety show and musical, with cast pieced from Billy
Rose's defunct Ft. Worth 'Jumbo,
miscellaneous local talent, and im-

ports.
Attendance had reached 4,425,929 for first four months.

irom repeal of the National Prohibition Amendment. With the ke, of Volsteadism, every crossroads inn became an oasis for a glass of beer and the stronger stuffer. This soon brought in Westlown, Mills Novelty Co., Automatic Musical Industries (AMI) and Rokk-Ola are four of the most successful venders of canned music which owe their current boom business directly to the veering away from Volsteadism. Every jerkwater filling station, candy store, blerstube, roadhouse, dance hall, minor nitery, and the like of the company for the company for the company for the company store. The live show out is an obvious hurdle and an impossibility under the hinderland economic restrictions. But music is necessary, and the radio has been found to be an unsatisfactory compromise. Gin mills have been an influential factor in furthering the swing and lot vogues in dansspation, particulate No. 1 seller in the liquid filling stations is Fats Waller, on a Victor's Toc catalog. The boys and girls want their music heated when they start to glow alcoholically. Thus, also, almost every company has been inspired to blue-up their releases. The major conservative companies keep themselves 'clean' on principle of the proper of the company has been inspired to blue-up their releases. The major conservative companies keep themselves 'clean' on principle distributions, and the same bunch that formerly went for unexpurgated literature and questionable motion pictures. The record people, with a touch of sadness, will also condide that, the racket boys are now in on the coin-operations. Where the pinhall games, candy derricks and the like have been legislated out as illegal, the muscle bunch, which has been prominent in these pastimes ever since liquor and the like have been legislated out as illegal, the muscle bunch, which has been prominent in these pastimes ever since liquor and the like have been legislated out as illegal, the muscle bunch, which has been prominent in these pastimes ever since liquor and the like have been legislated out a ONE SHOWMAN KILLED: ANOTHER IS AVENGED

Savannah, Ga., Oct. 6.

James Dent, 48, North Carolinian
and property man with the Tom Mix
Circus, which played here Sept. 28,
was found dead the next day near
the show grounds. Police believe he
was murdered and robbed, since he
had been paid off the night before and no money was found in his pockets, which had been turned in-side out. He had a severe head

Police said Dent had quit the cir-us the day before he was found

cus the day before ne wadend william Odum, one of three men indicted in Georgetown in connection with the slaying of carnival employee known only as 'Sandy' or 'Heavy' near there Nov. 1, 1935, was found guilty of murder Thursday (1) and was given a life term when the jury recommended mercy in Superior Court.

Tensparent Woman to Tour Stix After Extended Run at Radio City

HAMLET

(Continued from page 57)

continued and previous generations. Gielgud is younger than most, site of the service of the ser

That glass baby, the transparent woman on view in Radio City, is wowing the hinterland visitors to an extent that officials of the Hall of Motion Exhibit are holding her over to Jan. 1. She opened Aug.

Hall of Motion Exhibit are holding her over to Jan. 1. She opened Aug. 21 and so far approximately 95,000 have viewed her at a 15 cent top. Original closing date was set for Nov. After her New York run, she tours for two years, and then back to Germany, whence she came. Premiere is staged with a flourish, and reflects certain circusy angles which are interesting. Her act goes on every half-hour, with foodlights, barkers and amplifying system turned on full blast. Explanation lasts around six or seven minutes, but is repeated as some late strollers always have to be satisfied or they sulk. One of the strong of the strong date of the sulk. One of the strong date of the sulk. One of the sulface of the sul

Not unlike humans who specially in the runway strip flash, this special men does not tease. She's just there au naturel and for the taking. A spieler starts her off, with an elec-

ment de daws state plass, in section ment de daws states for She s just there are not all the state her off, with an electrical hook-up trailing his pointer. First in the upper-story, and then the locomotion graduated with red lights until all territory is covered. It took 20 years to assemble the girl. Model is of a 30-year-old type. Fashioned of celliorn, a tough, substance, she is said to wear well. Arteries and corpuscles are also threade with electric currents, which when tuned on become rather attractive. Combination offsets those frowns from dowagers who have clamored around. Upraised arm suggests a climatic gesture to some dirge-like blues. Officials of the exhibit, which is a part of the New York Museum of Science and Industry, have bally-abented all present the suit of the season of the control of the control

out.
S. H. Camp of Jackson, Mich., negotiated the U. S. debut.

K. C.'s 'Jubilesta' Near Even

Carnival to Open Muny Auditorium Grosses \$100,000—Big Acts and 'Scandals'

Kansas City, Oct. 6. KC's proposed annual fall festival, tagged 'Jubilesta,' which closed its tagged Judnesta, which closed its eight-day run Saturday (3), played to 125,000 people and grossed in neighborhood of \$100,000, which is

to 125,000 neople and grossed in neighborhood of \$100,000, which is close to a break-even figure and all that was hoped for. Top was 88c, which included admission to exhibits, Holy Land' and arena. Top for Geo. White's 'Scandals', which was set in the music hall, was \$2.20.

Ball rolling was started with an advance sale of 16,000 bargain tickets at \$1.10, good for three performances. Jubilesta committee played with the idea of bargain get-ins for some time before putting them on sale, and now feel that the word-of-mouth started by these customers was invaluable on the second control of the week were been before and Bob Burns, who have been and Bob Burns, who have the for first two days, Dave Rubinoff one day, Veloz and Yolanda one day. Ted Weems' band was in for two days and Buddy Fisher combo for the eight-day run. Costume and dance contests filled out other days.

Gauci Bros.' 'Holy Land' exhib was

ampie, which is a wow it going 20,000 disks.

The record people are froming on the snappy race (colored artists) records, which usually feature this type of blues, because of the danger it may stifle a very worth-while developing business. In San Diego, for example, local legislation has already clamped down on the automatic nickel talking machines because the records got too smutty. By and large, however, the general boom in disks is predicated on the livelier dance styles, although the saucy lyrics can't be dismissed wholly.

and dance control days.
Gauci Bros.' 'Holy Land' exhib was in a week in advance of Jubilesta, and for the two weeks showed to about 90,000. Top here was 25c for single admissions. Western Washington Fair at Fuyallup closed Sunday after one of its
most successful years with an attendance registered at 260,000, 25,000
more than last year.
Concession in the grounds advanced prices 5 cents this year over
last year, with the total take 40 per
cent up.

single admissions.

Rubinoff the Highlight

Most successful from audience viewpoint was appearances of Rubinoff, who directed an orchestra of 60 musicians recruited from the Phil-

harmonic group. Bob Burns drew heavy, but wasn't up to par with his material, which was pretty stale.

The night appearance of Veloz and Yolanda was badly handled when it couldn't be decided whether the dancers should hoof on the stage or floor of the arcna. They went on a half hour late. They were skedded for a single night performance, but grabbed the dancers for a six-day engagement, which they opened Monday (5).

Scandals' had near sell-outs each performance. It opened Sunday (27) for seven days, but was held an additional day, closing Sunday (4), giving closing Sunday (4), giving closing Sunday (4), giving

tional day, closing Sunday (4), giving 10 performances. Brought in at a reported flat rate of \$25,000 for seven

reported as itself, and a second a second

Circus Routes

Wirth Buys Circus

Melbourne, Sepi 8,
Philip Wirth has purchased the
entire Ivan Brost. International Circus and will combine the unit into
his own circus. The major condor, a
forst sponsored by Major Condor, a
former boss of the Australian Broadfarst sponsored by Major Condor, a
former boss of the Australian Broadcasting Commission, but the show
went floops due a short run, finally
closing in Mestern Australia and
with 5 Circus is currently playing
a season in Western Australia and
will four Victoria and N. S. Wales at
a later date.

Fair Takes Track

San Jose, Oct. 6.
George T. Letcher, president of the newly organized Santa Clara County Fair Association, announced last week that he has taken a lease on the famous Mira Monte track on the Monterey highway.

A 5,000-seat grandstand formerly used at the Belmont, Cal., dog track has been purchased by Letcher, Plans are underway to move this by truck to erect it at the Mira Monte track.

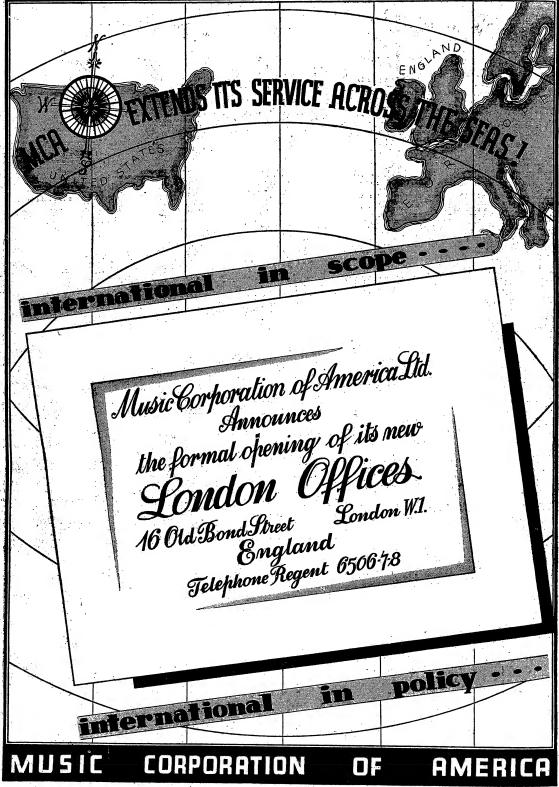
Polio Stymies Fair

Sylvester, Ga., Oct. 6.

Spread of poliomyclitis, reaching epidemic proportions, caused medical authorities to postpone Worth County Fair indefinitely. High school football game was also called

Week of Oct. 12

Cole Bros. and Reatty
D) 3-m. Co. 12; Mishand. 13 (night. termin open, but authorities are provided, 15; Temple, 17; New Breun; planning to place ban on show, real, 18.



LONDON 16 Old Bond St. NEW YORK 745 Fifth Ave. CHICAGO MCA Building LOS ANGELES
Oviatt Building

CLEVELAND
Union Trust Building

DALLAS
Tower Petroleum Bldg.

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72 PAGES

\$4.40 TO \$11 TOP **PREMIERES ARE BACK**

There is a distinct trend towards pre-depression first-night ticket scales on Broadway. Number of straight plays have come in at \$4.40 ile several have used \$5.50 top for the premiere. Noel Coward's Tonight at 8:30 will probably have the highest top. First night is being mentioned at \$11 for the lower floor, with the regular night scale at \$3.85. These prices are not as yet definite, although, as far as demand is concerned, they'd probably sell out at \$25 top, the first night, Broadway

sees. 'Red., Hot and Blue' will have a premiere top of \$8.80 at the Alvin. There have been three openings so far where the first-inglift-scale was \$6.60. 'Follies,' White Horse Inn and Hamler' (Gielgud) - had that box-office rate. It is likely that Leslie Howard's Hamled will have the same opening scale, with both the bard's presentations regularly having a scale of \$3.30 top.

This week two straight plays are opening at \$5.50 top—And Stars Remain, Guild, Monday (UZL) and To-varich, Plymouth, Thursday (15). Hot', remains the offly incoming show, listed which will have that top nightly. All current: straight-plays

nightly, All current straight plays are scaled at \$3.30 except Three Men on a Horse, \$2.20, and Tobacco Road, \$1.65.

See N. Y. for a Fin. Sam Burgers' Idea: His Profit Is \$1.05

His Troix is \$1.00

How to see New York for less than a \$5 bill, is Sam Burger's ure to the hinterlanders: Burger, one-time booker of freak acts, has a combo amusement stunt that entitles tourists to see eight; of New York's sights, including the Paradise nitery. The calculated nut it \$3.35. Burger calls' it the answer to crise of economic honeymooners. He is burquet; make a company to the study of the st

New Face

Chicago, Oct. 13.
Following letter was received last week by one of the local agents:
I am writing in regards about myself. I am the man who was shot eight times by Baby Face Nelson in April, 1934, when Dillinger and his gang were at Little Bohemia, I have a business place and this year I was visited by hundreds of people, and they all urged me to make stage appearances. I have my coats and other things to show bullet holes.
(Signed) Carl C. Christensen.

NBC Wants Name M.C. for Its WPA **Pro Talent Units**

Both James J. Walker, ex-mayor of New York, and George M. Cohan have turned down offers to head the WPA's NBC radio project, which patterned after the amateur hours, will primarily use talent from the government relier agencies. First broadcast is scheduled for early No-vember as a coast-to-coast sustainer.

broadcast is scheduled for early November as a coast-to-coast sustainer.
Walker turned down the job flatly,
while Cohan stated that his other
theatrical ventures, new play, etc.,
would not give him sufficient time
for radio work. NBC is still in the
market for a national figure to mc.
the semi-pro broadcasts.
Through the WPA's cooperation
(it is providing most of the talent,
which will be changed weekly), the
program is aimed to relieve somewhat the government's relief work.
If the program catches on, the pros
will be sent out in vaude units,
thereby taking them off the relief
roles entirely. They will be paid
one-time sustaining solaries for the
radio work, which will not take them
off the WPA lists.

NO BERTH CONTROL

R. R. Gawkers on Chi-Mpls Run Burlesquers Want 'Em Stopped

Minneapolis, Oct. 13.
Milwaukee railroad officials are finding out why the jobs on the late Thursday night train from Chicago to Minneapolis are so popular and in such great demand. The train insuch great was a second to force dent Burnesque Wheel companies making the jump from the Windy City here.

Feminhae members of the troupe seek the utmost in confort, and result is that it has been causing members of the frain crews to make frequent excursions through the coach on some pretext or other.

These excursions have reached the point where the show folks complain their rest is being disturbed. Have the show folks complain their rest is being disturbed. Based of the first proposed of the show of the show a carried the complaint to higher railroad officials, requesting more privacy for the gals. Minneapolis, Oct. 13.

CONTROL THE AIR

Film Actors on the Now on a Regular Schedule-Exhibs' Fears Materialized by Parade of Hollywood Players - Exhib Bodies Squawking

HAYS IN A SPOT

With innumerable suggested means to curb the activity of picture players on radio network programs being offered, and the Hays organization's survey of the radio situation due this week, exhibitor organizations continue to take the lead in the practice. In the mean of halting the practice: In the mean time, the number of dim stars on national broadcasts continues to increase each week.

crease each week.

Latest exhib association to join the ever-growing list of exhibitor or-

CUKOR'S CO-OP PROD. TO AID **FILM NEEDY**

Hollywood, Oct. 13.

George Cukor has made a proposal that the entire et an enterproposal that the entire et al. (1997) and that the entire et al. (1997) and the enterproperate to produce one film yearly, grosses from which would be turned into a benefit fund for the unfortunates in the business. Cukor has volunteered to direct the first such picture and suggests that the studios provide stars, directors, writers, et al, to make it a topnotcher.

—Proceeds. would enable the establishment of a permanent fund to be administered by an executive committee. Cukor suggests that the first film be made by next August.

Intermission

Buffalo, Oct. 13.
Sigmund Smith, WKBW announcer, put the regular Saturday children's amateur hour on the air. Among the aspirants were two little colored girls, one singing, the other tapping, In mid-song (and on the air) the singer stopped singing, began crying, and walled, 'I have to go to the bath room.' Whereton she beat it out of the studio, and so did her sister, the tapper.

Both came back at finish of the program for free ice cream that goes to all contestants.

SEVERAL PLANS TO How Many Actors Come From Stix? Balto's 38 Out of 750 in 10 Years

Family Billing

Pittsburgh, Oct. 13.

When a band booker signed Buzzy Kountz's ork here on a three-year contract, the young society maestro was told he'd do better to change his name since his tag was too harsh for radio.

So Kountz switched to Billy Baxter, the name of the bottled carbonated water his pop manufactures.

Old Sod Hoke With Yank Zip

New York, leading foreign language radio market, has developed a number of linguistic announcers into personalities with followings, and the second of the s

hokum.
Most active New York foreign spielers follow:

wFAB

James Ranieri, Bronislaw Rosalak,
Mitchell Levitsky, John Teistel,
Mischa Rappel, Gino Bonanni.
wwbNX

wbNX

Thure'

George Brunner, Hans Hansen, Carl Rochrer, Bill Forster, Carla Schlieffen, Abe Lyman, Jake Schach-(Continued on page 70)

By ALBERT SCHARPER, JR.

Baltimore, Oct. 13.

There has been much talk about little theatres being relied upon to supply pix and legit with the actors of the future. Just what average little theatres have set up in the past can be gauged from the two that operate here, both of 'em well estab-

can be gauged from the two that particular the particular to the sort in the U. St. arbonated water his population.

It is a grant to the bottled part of the particular that the particul

(Continued on page 62)

In Sarah Churc'ill's 'Gratis' Stage Booking

(Continued on page 70)

NO BASEBALL HEROES

So No Vaude Bids—Hubbell, DeMaggio Iced on Series Showings

While it clicked financially, the '36
World Series failed to produce an outstanding hero, and as a result not single ball player is playing fall theatre dates for the first time since. Carl Hubbell and Joe DeMaggio were considered the most likely possibilities for vaudeville bookings, and continued to the diamond classic, But they didn't shine sufficiently to warrant bookings, nor did anybody else, on the Yankess and Glants.

Even Al Mamaux and Waite Hoyt, who was a single was stored to be provided as opposed to the marriage.

Oliver is getting \$1,500 this week when the ball season ends, haven't been submitted this time.

Shell Drops Film Guest Stars For Continuity Show: Deny Exhibs **Influenced Move: Gagging Gaggers**

Hollywood, Oct. 13,
Dropping of film names from the guest spots on Shell Chateau has Hollywood speculating on its effect on other transcontinentals using the decorative magnets. Shell was first to inaugurate the guest star policy, back in April, 1894.

J. Waiter Thompson agency, producing the oiler, announced that a continuity script would be substituted after, next week's show is run off. Yarn will have a backstage flavor with music. Program's standbys, Smith Ballew, emcee; Edward Everett Horton, Jack Stanton, Feggy Gardner and Victor Young's orchestra, will be retained for the new production. Young swings over to the new Al Jolson show for Lever Bros. in December.
Although the Thompson office gave as its reason for the abandon-ment of the guest star policy the

Although the Thompson office gave as its reason for the abandon ment of the guest star policy the ment of the guest star policy the ment of the guest star policy the property of the property of the guest star policy the property of the guest star policy the property of the guest star policy the property of the guest star the exhibitor squawk against picture stars on the air is not going unheeded. Other shows using the filmers are contemplating no change, a checkup disclosed. It is no trade severe that the studios are making it increasingly tougher on radio producers using the chema great. Time outfrom studio labors, for rehearsal periods is the main issue. It is pointed out you make a property of the guest of g

Dick Powells Head West

Dick Powell and Joan Blondell may return to the Coast today (Wednesday) and the Warner studio, after a honeymoon that has been heavily attended by Warner publicity and exploitation stunts, keeping the state have from early morning

ity and exploitation stunts, keeping the stars busy from early morning until late at night.

Broadcasting, cocktail parties, in-terviews, photographs, etc., have fig-ured in the hectic WB campaign.

N. Y. to L. A.

Matt Allen. Joan Blondell. Eddie Buzzell Charles Collins Jimmy Fox. Tay Garnett. Harry Hershfield.
William Kent.
William Le Baron.
Jeanette MacDonald.
Dick Powell. Wesley Ruggles.
Myron Selznick.
Ann Shirley.
Dorothy Stone. Géorge White. Adolph Wohlbrueck.

Edward L. Alperson. George Curzon. Sammy Fain. Paulette Goddard. James R. Grainger. Edwin Knopf. Otto Kruger.
Howard Lang.
Herbert Marshall.
Ken Maynard.
Archie Mayo.
Chet Mittendorf. Merle Oberon. F. B. Ostman. F. B. Ostman.
Joe Perry,
Bill Ray.
Jack Robbins.
Rosalind Russell.
Morrie Ryskind.
Edith Simon.
Claire Treyor,
Johnny Weissmul.
Frankie Wilson. muller

Burns and Allen's Legit

Prior to swinging their radio ac

Prior to swinging their radio activities from Campbell's tomato juice to Grape Nuts, George Burns and Gracie Allen will return to Broadway in January to appear in a musical for Jack Curtis. Comie team has been signed for its first effort on the legitimate stage, to be called 'Charm Girl,' book of Edward Delaney. John Murray to broadcasts for Campbell as well as the new program will originate in the east.

Hollywood, Oct. 13.
Paramount has signed Burns and
Allen for two years, to do two films yearly.

The team will draw a reported

\$50,000 per film on the first two, and \$60,000 per on the second pair.

Bickford-GN Deal Cold; Company's Schedule Hypoed

Hollywood, Oct. 13.
Charles Bickford's deal to produce and star in four pictures for Grand National has been called off when the actor refused to accept a codirector on the set.
Bickford claims the deal called for a sello idea.

for a solo job.
With several stories nearing completion for production, Grand
(Continued on page 65)

Rouben Mamoulian may do a pictur Rouben Mamoullan may do a picture for Paramount, which is sending him.a script for reading and consideration. It will probably be 'High, Wide and Handsome,' which Par wants to make with Iren Dunne as the star. Mamoullan, who recently completed Gay Desperado' for Pickford-Lasky, is In New York at present and will remain east indefinitely under plans.

plans.
The director will put on no Theatre Guild plays this season.

AUDIENCE VOTE ON SAM JAFFE'S 'HORIZON' ROLE

Hollywood, Oct. 13. With death of Irving Thalberg Frank Capra figures his deal with

Frank Capra figures his deal with Metro washed up, About three years ago Capra went from Columbia to M-G on a loan and worked eight months there preparing 'Soviet,' which was never made, and work-ing on The Good Earth.' On strength of this he was able to borrow Clark Gable for I't Hap-pened One Night,' but he still-owed Thalberg personally his services to direct one.

direct one.

Currently, Capra is up to his ears
feuding with Harry Cohn over the
lama role of Sam Jaffe in Lost
Horizon, Latest compromise is to lama role of Sam Jaffe in 'Lost Horizon'. Latest compromise is to shoot the role over with another actor, and preview both, versions, letting audiences decide whether they like Jaffe, who is said to have done good both and the said to have done good both and the said to have done to the said to have the said to have the said to the said to the said to have prefers. Coth wants somebody like Walter Connelly to play it.

Buzzell Direct 'Hero'

Hollywood, Oct. 13.

Eddie Buzzell will direct Charles
(Buddy) Rogers in 'College Hero' at
Columbia. Robert Buckner scripted

from Corey Ford's Satevepost yarn.

Picture is skedded to get away
Oct. 19, but studio is still peering
for a femme lead. It's Rogers' first
under his new Col. termer.

Radio-Pix Talent Czar

(Continued from page 1) canizations protesting its the Theatre Owners' Association of North and South Carolina. The board of directors of this organization voted to combat the practice and mailed its squawk directly to all studio heads in Hollywood.

In the ultimatum, the directors of the Carolina's association stressed the damage done to the boxoffice popularity of picture satellities through repeated appearances on the airwaves. Otherwise, the protest followed the general lines of others sent in from exhibitor organizations (Continued from page 1)

sent in from exhibitor organizations throughout the U. S. and Canada, starting with the action of the Missouri and Kansas exhib association

mid-summer.
While all data from representative While all data from representative key cities, college communities and typical country spots has been collected by the Hays office, actual compilation and analysis has not been completed thus far. Since it is dubious if this report will make any specific recommendations, ultimate relief may have to come from another source.

Hays to Huddle

Hays to Huddle
Aside from the exhibitor associations, the other sources are listed as being the permanent of the sources are listed as the sources are listed as the sources are listed as the sources and the sources are listed as the sources are listed

fixed line-up of regulations to con-trol radio appearances that would be fair to employed artists and radio interests. Hence, the idea of a 'czar' or specially designated official to handle the situash, with radio inter-ests taken into confidence and agreeing on the person or persons spotted

ing on the person or persons symmetric the position.

The giant influx of film players to the big network programs really got under way late in September and the first 10 days in October. It was a well-founded fear that exactly this would occur that prompted the first move several months ago by exhibitor organizations to protest against air-minded stars devoking time and energy to broadcasts.

Some o' the Artists

Some o' the Artists
Picture artists under contract to
film companies or players who have
enhanced their reps through screen
work and who have appeared on
major nation-wide network broadcasts from Oct. 1 to Oct. 9 include
Rudy Vallee, Charles Ruggles, Bing
Crosby, Billie Burke, Al Jolson,
Walter Huston, D. W. Griffith, Irene Walter Huston, D. W. Griffith, Irene Rich, Dick Powell, Slim Summerville, Robert Warwick, Smith Ballew, Marion Talley, Joe Penner, Jack Benny, Benny Baker, Nelson Eddy, Phil Baker, Eddie Cantor, Bobby Breen, Paul Whiteman, Mitton Berle. Helen Hayes, Joe E. Brown, Doris Kenyon, Ken Murray, Marry Richman, Ben Bernie, Fred Astaire, Charles Butterworth, George Burns, Gracie Allen, Nino Martini, Joan Blondell, Bert Wheeler, Bill Frawley, Jean Hersholt, Madeline Carroll, Patricia Ellis, Dick Powell, Olivia de Haviland, Errol Flynn and Ginger Rogers.

Par's Mamoulian, Maybe Past Year's U.S. Amusement Tax Take, \$17,112,175, Up 10% Over '35

Oakleys Bullish

Washington, Oct. 13.
Even the Annie Oakley business is on the up-grade.
Substantial increase in the number of cut-rate or gratis admissions handed out during the year ended June 30 was revealed last week in Treasury Department's latest tax figures. During fiscal year 1936 tax payments on reduced rate or cuffo tickets amounted to \$578,806. This was a jump of 69,443, or approximately 13%. Remarkably, largest revenue of this sort came from Rhode Island, suggesting that Nar-

Island, suggesting that Nar-ragansett race track is lavish with giveaways. Amount collected in Rhody was \$120,217, while New York total was \$.6,598,

Mae West's 3 Wks. Personals: Ditto For Miss George

Hollywood, Oct. 13.

Mae West will do three weeks of personals with G. West, Young Man' opening in N. Y. Thanksgiving week, with Boston and Chicago to follow. Tour may be extended if biz warrants. Understood she's getting a guarantee plus split over certain figures.

Reported here that Hearst has litted his ban on West pictures and sheets will take advertising on 'Go West.'

West.'
Hearst went after Mae West's
'Klondike Annie' and the film in
dustry about a year ago.

Paramount is sending Gladys George into several keys in advance of 'Valiant Is the Word for Carrie,' akin to Mae West's personal appear-ances with her next, 'Go West, Young Man,' which is from Personal Appearance,' and in turn was the starring vehicle for

George.

Miss George will not appear with "Vallant', but go into keys ahead of it for interviews, publicity buildups and possibly some locally arranged personal appearances, she was scheduled to be in Dallas yesterday (13); in Memphis tomorrow (Thurs.), Washington (16), Detroit (19), Chicago (20) and Salt Lake City (24). She will be in each town one day and, if making any personals, will probably make them at local Par houses or those playing Par pictures.

SAILINGS

SAHINGS

Oct. 21 (New York to London),
Merle Oberon, William Wyler (Queen
Mary),
Oct. 14 (London to New York)
John Baxter, R. C. Sherriff, Frederick Lonsdale (Queen Mary),
ick London to Men York)
John Harry Carlson to Melhourned, Harry Carlson, Pauline
Chappelle (Monterey),
Oct. 14 (New York to London),
Herbert Marshall (Aguitania),
Oct. 14 (New York to Paris),
Johnny Weissmuller, Mr. and Mrs.
Ben Goetz (Normandie),
Oct. 14 (S Angeles to Samoa),
Richard Day (Monterey);
Oct. 10 (Los Angeles to Honolulu),
Harold B. Franklin (Lutline),

ARRIVALS

of these parieys have been held to date. The Hays' personal appeal, it is a direct affirmation of the date of co-operation between the two most active branches of the agussment world.

The proposal of the MPTOA is for a czar' who would regulate, a flun player's activity on all radio programs. These would be set up either in each studio or one would be designated to cover all Hollywood plants. The association suggested that each radio appearance be contend that this burts the boxoffice destacted of power.

The interpolation between the two most active branches of the agussment world.

The proposal of the MPTOA is for a czar' who would regulate, a flun player's activity on all radio programs. These would be set up either in each studio or one would be designated to cover all Hollywood plants. The association suggested that each radio appearance be considered separately, with release and playdates of pictures involving the specific artist in question always kept in mind. The MPTOA admitted plant is the country but only the specific artist in question always kept in mind. The MPTOA admitted that it might not be feasible or practiced of the producers to draw up any in NBC and CBS outlets.

Washington, Oct. 13

Washington, Oct. 13.

With film and amusement business generally showing further progress out of depression doldrums, Federal Government pocketed 10% more admissions tax money during the year ended June 30.

Réporting that collections rose in 39 states, Treasury, Department announced gross receipts from the ticket levy were \$17,12,175, up \$1,722,778 over fiscal year 1935, Gains were general, with only slump shown in rake-off from admissions sold by proprietors in excess of established prices.

Bulk of the rise came from theatres, although substantial percentage advance was registered in the yield from cabarets and night clubs. By taking one cent for each 10 paid

atres, atthough substantial percentage advance was registered in the yield from cabarets and night clubs. By taking one cent for each 10 paid at the ticket for admissions over 40c. the Government garnered \$15,001,781. This was \$1,245,503 more than fine the state of the control of the contro

business, excluding revenue derived from speculators, Annie Oakleys, box leases, niteries, etc., was distributed as follows:

1	Alabama	\$38,020	\$35,883
	Alaska	16,837	13,271
	Arizona	14,700	13,865
: 1	Arkansas	25,814	28,768
ı١	Cailfornia	1,310,741	1.131.756
1	Colorado	102,527	122,985
- 1		105,128	104,824
ı١	Connecticut		6.514
	Delaware	6,762	0,014
ľ	District of Columbia	254,441	280,912
s١	Florida	227,424	224,135
	Georgia	72,778	54.875
1	Idaho	14,240	31,584
s١	Hawaii	65,550	48,853
	Illinois	1,220,739	1,148,485
,	Indiana	283,313	121,009
,	Iowa	53, 197	.0.465
	Kangos	38.075	24,908
t	Kentucky	79,670	76,295
,	Louisiana	74,821	60,746
	Maine	30,039	30,341
•	Maryland	247,119	186,657
1	Mcsanchusetts	004,444	820,032
	Michigan	509,707	484.148
۲.	Minnesota	140,488	91,567
.	Mississippi	10.468	8,059
٠,	Missouri	289,202	293,939
	Montana	21,870	19,590
	Nebraska	50,150	38,865
	Nevada	10,153	6,208
	New Homeshire	41,640	70.587
	New Hampsbire New Jersey	400,723	382,697
•	New Mexico	12,259	21,258
1	New York	5,778,950	5,496,702
	North Carolina	71.482	58,252
;	North Carolina	3,008	8,000
,		371.858	274,246
-		74,675	
	Oklahoma		53,800 co.123
	Oregon	81,824	
-	Pennsylvania	811.119	- \$17,738
9	Rhede Island	70,700	80.839
Ľ	South Carolina	25,734	26,006
	South Dakota	0,759	5,726
	Tennessee	74,137	77,181
,	Texas	485,256	438,115
	Utah	24,195	20,268
	Vermont	6,849	6,479
•	Virginia	162,508	00,165
	Washington	100,507	100.818
	West Virginia	18,411	19,854
	Wisconsin	76,368	67,570
,	Wyoming	17,178	114.022
•			
	Totals	15,001,741	\$13,757,238

Astaire's Next All Set

Hollywood, Oct. 13.

Hollywood, Oct. 13.

To keep Fred Astaire busy. RKORadio has postponed Ginger Rogers'
soloer, 'Mother Carey's Chickens,'
and ordered an early production
start on 'Stepping Toes,' another
terper for the team. The Gershwins
wrote it.
Pan Berman produces.

LLOYD PANTAGES OUT Hollywood, Oct. 13.

Hollywood, Oct. 13.

'Lloyd Pantages' is out a second time on Hearst's orders as a Hollywood columnist. His first exit was after a tiff with Louella Parsons.

Why the bounce the second time, or who takes over, hasn't been disclosed as yet.

PIX IN LIVE SHOW DRIVE

Stokowski ('Call Me Stoki') to Do Wagner Pic for M-G; Union's Stymie

Philadelphia, Oct. 13. Leopold Stokowski will definitely star in a film based on the life of Richard Wagner, the symph maestro now admits. He had denied the now admits. He had denied the story when it appeared in Vanuary last summer. Film will be made by Metro, with Sokowski in the role of the great German composer. Did not specify date it will go into production, who will author script nor direct. Stokowski was in town for opening of his first picture, 'Big Broadcast of 1937,' in which he gets big featured billing locally. Conductor also observed he pre-

pag reatured billing locally.
Conductor also observed he prefers his nickname spelled Stokl,
rather than Stoky. Thinks it looks
better that way. Always the recipient of whispered nicknames here,
the conductor is being facetiously
referred to as the Glamour Boy of
the Podium' since his flicker debut.

the Podium' since his flicker debut.

'Slokowski was skedded to make a personal appearance at the Stanley Friday (9) in connection with the spening of 'The Big Broadcast of 1937' (Par) in which Stoky and his ork have a spot. Stanley-Warner people were all bet up over the idea, with the publicity and exploitation departments going overpoard. The dailies responded with plenty of copy. All the ads in the Friday morning papers, mentioned the flesh appearance of Mr. Stokowski, Everything was swell.

Then after the first edition of the

Then, after the first edition of the vening papers, telephones started finging. Cancel that story about Stokowski and the Stanley, was the prefer. Stoky didn't make his per-

Sonal.

The answer was the Musicians' Protective Association which right now is at odds with Warners here. In fact, they're in very much of a deadlock. First the Fox, recently taken over by Warners, dropped its onk; last week, the Earle did the same. Fight was mainly over the employment of musicians in nabe theatres but fact remains that the two factions are at loggerheads with the Warners reported as keeping the Earle on a straight film policy intil the musicians give in.

At any rate, Stokowski is a mem-

At any rate, Stokowski is a mem-ber in good standing. Hence the cancellation of the Stanley appear-

A. A. Tomei, president of the Mu-sicians' Protective (Local 77) de-clared afterwards that no official ban was made by the union itself. had written Stokowski recently advising him that the appearance would be contrary to union regulations.

Stoky has made no statement as yet. His famous Philadelphia Orchestra has opened its season under the baton of Eugene Ormandy, Stokowski will conduct several concept leter.

The Stanley where the personal appearance was to have taken place has no orchestra and has not had one in six or seven years.

WB TO SIMONE A MALE LEAD FOR 'DESERT SONG'

Hollywood, Oct. 13. warners having been kicked around by John Boles on 'Red Shadows' (remake of The Desert Song') are planning to Simone-Simon a male star out of nowhere to top billing between screen test and preview of his first pic. Company is keeping there in its dungeon, denying it's place in the desert when singing cowboy, or any lock Foran, singing cowboy, or any lock Foran, singing cowboy, or any lock Foran, singing cowboy, or any lock in the singer aiready on the lock. This comparison to first shells, but in the capacity other than actor, but in test came out as a supersoles. This comparison to first shells, and the star are the star of the star Warners having been kicked around by John Boles on 'Red Shadows' (remake of 'The Desert Song') are planning to Simone-Simon a male star out of nowhere to top billing between comen text and preview

Mayo's Billing Doubts

Hollywood, Oct. 13, Archie Mayo, as release of Black Leglon' neared, was thinking of a no-screen credit from Warners, not wanting the finger on him with so many of the Michigan assassins still at large. But last week's 99-year rap for Dayton Dean, the le-gion's triggerman, changed all that.

Mayo's now demanding full frame on credit sheet and spe-cial press interviews.

N. Y. PICKETING **TO COST 802** 200-250G

Current campaign to compel New York film houses to employ pit men is expected to cost the New York Musicians Local 802 between \$200,-000 and \$250,000. Bill so far has gone over the \$50,000 mark and the union is prepared for a long drawn-out struggle.

Almost 50 theatres are now being picketed in the New York area, with the expense money coming directly out of the union's relief fund. the expense money coming directly out of the union's relief fund. Wherewithal for this fund is coming from the working musicians. Mem-bers playing hotel Jobs pay 3% of their salaries; the tax on theatre as-signments is 4%; sustaining pro-grams originating from a hotel or cafe bring \$3 per man per broadcast, while a commercial radio date also carries a tithe for the relief fund.

Raft Back at Par: Gets Coin and Another Pic

Hollywood, Oct. 13.

Paramount and George Raft have hoisted the white flag. Raft will return to studio and will receive \$24,-000 pay for time he was out after refusing spot in 'You and Me', which Norman Krasna was preparing to direct and produce.

Arrangement was made while Will-land the state of the work of the wore

Chi Fire on Film

Hollywood, Oct. 13. ox will produce 'The Hollywood, Oct. 13.
Twentieth-Fox will produce 'The
Chicago Fire,' based on E. P. Roe's
Barriers Burned Away.'
Richard Collins is screenplaying.

ALIGN WITH AFM

Screen Actors' Guild Relays Its Sympathies to the A. F. A. and the A. F. M. Extending Campaign to Bring Back Flesh

DENY 'POLITICS'

The possibility now looms that the Screen Actors' Guild may join with the American Federation of Actors (vaudeville performers) in the drive of the Musicians' Union, Local 802, for restoration of living talent to the-atres, a move that is likely to become national in scope. The Philadelphia local is scheduling a mass meeting for Friday night (16) in in-augurating a drive in that city and many other locals are contemplating action to fall in line.

The Screen Actors' Guild has so far not indicated whether it will actively support the campaign of the musicians in behalf of flesh for the-atres, and the support of the AG sent the following telepron of the AG sent of the AG sent of the AG sent and the AG sent an

lowing telegram to Local 802 Monday afternon:

The board of directors of the Screen Actors' Guild instructs me to communicate to you its great interest and wholehearted accord with your campaign to return orchestras and stage entertainment to motion picture houses. The board sends its best wishes for overwhelming success.

Legislative Talk, But-

Legislative Talk, But—

In addition to the support the 802 drive has received, including signed statements by some leading legislative that the statements by some leading legislative and the statements by some leading legislative that the statement of the state

(Continued on page 18)

Eastern Film Execs Have Mapped A Program to Curb Studio Agents

Megger Signs as Actor

Hollywood, Oct. 13.

PIC PLAYERS MAY Screen Playwrights Balking On Academy's Arbiter Dictate

Winged Stand-in

Hollywood, Oct. 13.

Hollywood, Oct. 13.
Sonja Henie, famed ice skater,
working in 'One In a Million'
at 20th-Fox, has a male standin.
Bert Clark, L. A. skimmer,
has the job. No gal could be
found fast enough to do the
Henie routine for setup purnoses.

S. F. MGRS. HAVE **OWN IDEAS ON** BILLING

San Francisco, Oct. 13.

San Francisco, Oct. 13.
Despite general studio instruction
against tampering with the official
billing on pictures, there are two examples here this week of theatre
managements using their own judgment to suit local situations.
Simone Simon, officially featured
in 'Ladies in Love' (20th), is getting
first notificin in the ads. marque

in 'Ladies in Love' (20th), is getting first position in the ads, marquee and lobby displays at the Warfield, with Loretta Young, Janet Gaynor and Constance Bennett, the official stars of the picture, trailing in the bulllor. billing.

billing.

Fox, playing 'Hearts Divided' (WB) is billing Clark Gable ahead of Marion Davies. It's the first known time that Miss Davies has ever run No. 2 in the bally for one of her own pictures in this town.

Goldwyn Ties Gershwins For 'Follies of '37' Job

Hollywood, Oct. 13, Hollywood, Oct. 13.
George and Ira Gershwin have
been signed by Samuel Goldwyn to
write the music, lyrics and book for
the 'Goldwyn Follies of 1937.'
Contract goes into effect Jan. 2
after pair completes work on the
forthcoming Fred Astaire-Ginger
Rogers picture at RKO.

Bing's Bangtails Beckon

Hollywood, Oct. 13.

Bing Crosby and his family are back on the Coast from their Hono-lulu vacash. Crosby's next Paraback on the Coast from their Hono-lulu vacash. Crosby's next Para-mount picture, 'Waikiki Wedding,' is being polished by Frank Butler, Don-Hartman and Duke Atterbury. Ed-ward Sutherland will direct. Crosby docked at San Francisco and visited his racing stable at Tan-foran before returning to Los An-roles

foran before returning to Los Angeles.
Crosby Is reading 'Irish Eyes,' a life of Charneey Olocit, and a sort of Crosby of the last generation. Picture would reature songs like 'When Irish Eyes Are Smiling,' 'My Wild Irish 'Rose' and 'Mother Machree.' Per is considering the story for its schedule, but if it goes on Emanue! Cohen's Crosby goes in on a 50-30 financing deal with proportionate stare of the profits.

Ann Harding III

Miles Mander, English director, has been signed to an actor's term contract at 20th-Pox by Darryl Zanuck.

These came as result of his work in "Lloyd's of London."

I Jr. G.-S. for Pix

Hollywood, Oct. 13.

Ed Gallagher, Jr. and Al Shean, 1, Jr., sons of the vaude duo, Gallagher and Shean, have arrived here for picture work.

London, Oct. 4.

Throat trouble is keeping Ann. Harding off the Denham stages, Production on her picture Love from a Stranger for Max Schach is held up till she recovers. Miss Harding waited three months after her arrival before getting to work and now is held up within a week of starting.

Whitney Bourne, signed by B.P. for 'Sensation,' is also an invalid, and is in Switzerland for a short rest cure, but not expected to hold up production.

Hollywood, Oct. 13.

Hollywood, Oct. 13.

Newly formed Screen Playwrights, offshoot of the Screen Writers' Guild, has taken a definite stand against the arbitration clause of the writer-producer code of practice adopted a year ago by the Academy of Motion Picture Arts and Sciences whereby all dientes would be mea-

writer-producer code of practice adopted a year ago by the Academy of Motion Picture Arts and Sciences whereby all disputes would be mediated through the Acad machinery. It was not a subject to the Acad machinery. Motion and the Acad machinery and the proposals, after some revisions, are presented to the producers.

While details of the new code will be withheld until revisions are made, Grover Jones, president of the Playwrights, admitted that the code definitely will not accept the Acad arbitration machinery as set up in the present writer-producers. This may prevent the producers acceptance of the code as the present standard contract for screen actors requires all mediation to pass through the Academy, and it is this provise that the Screen Actors' Guild seeks to eliminate. Should the producers diseard the present writer-producer pact and permit the Playwrights to set up their arbitration machinery, then the actors will likely be in a more advantageous position to demand the same rights were grover Jones, Waldemar, Frank Butler, William Anthony Mediure, Paul Schofield, Bess Meredyth, Albert Shelby Levino. Eddle Welch, Marion Orth, James Edward Grant, Patterson McNutt, Ray Harris, Harvey Thew, Robert Yost, Gerald Geragity, Howard Emmett Rogers and Tom Reed.

BOJANGLES WEST NOV. 1

Bill Robinson stays at the Cotton Club, N. Y., until Nov. 1 and then goes Coastward for 20th-Century.



154 West 46th Street, New York City

SUBSCRIPTION

Annual.....\$6 Foreign..... \$7 Single Copies...........15 Cents 120 No. 5 Vol. 124

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Advance Production Chart 21 Di:1s Eurlesque Confert 65 Inside—Legit 53

Presidential Campaign Footage Has Newsreels Ga-Ga Trying to Keep Neutral: One Co. Ignores It 100%

Presidential campaign years usually mean added worries for news-reel editors and the present national election is far from the exception. It's simply that the news executives

It's simply that the news executives find they can't please, both parties all of the time no matter how strenuously they strive to handle the national personalities entirely from the standpoint of news value.

One newsreel attempts to balance a shot of Landon every time Roosevelt breaks into the reel. Another claims that the best policy is to virtually ignore the campaign as important news, and let the other reels run most of the political material.

After each presidential campaign.

portant news, and let the other reels run most of the political material. After each presidential campaign, the news weeklies generally receive letters from both political parties thanking them for the impartial and absolutely fair way in which they handled the situations. Consequently, many newsreel executives fail to get excited about complaints unless they are veiled ones that break into the editorial columns or news of daily publications.

As an example of how evenly the coverage of the Democratic and Republican aspirants is during an election, check made at the Hays office at the close of the 1932 presidential contest revealed that there was a difference of only about 16 feet in actual footage received by Hoover and Rossweet, which won the contract rom the government to provide a special bureau reel each month, aside from its regular releases, probably has the best record to date on impartial coverage, with the number of clips given the G.O.P. running neck-and-neck with the stories on the Democratic, and tempting to the properties of t

U's Attitude

Us attitute
Universal is not attempting to
cover the campaign on strictly
politico angles, officials claiming that
the space should be devoted to
timely and feature news, leaving the
political field more or less wide open
to the other reels. That has been its
softer since the campaign really got policy since the campaign really got under way. U showed both Roose-velt and Landon at Des Moines when

velt and Landon at Des Moines when they were together at the drought conterence. The reel's executives say they used the drought conterence shots because the confab was news to the nation at the time. While recent checks showed Paramount and Hearst Metrotone giving the Republicans a slight edge in clips, this is nearly counterbalanced by a leaning towards the Democrafs by U and Fox. By the first of next by a leaning towards the Democrats by U and Fox. By the first of next week, however, ne sreel editors claim the picture may be reversed, with Fox and Universal ahead on Landon shots and Par and Metro-tone running a little ahead on FDR coverage.

tone running a little ahead on FDR coverage.

Despite a small lead in actual views and footage accorded Landon a few weeks ago, now Roosevelt is credited with having the edge because he has become more active in the campaign. Industry observers would not be surprised to see him actually close- the campaign with greater footage than Landon because it is a natural tendency to give the incumbent in office a break if for, no other reason than that his position as chief executive rates it.

CADY'S TEMPLE ORIG WINS HIM CONTRACT

Hollywood, Oct. 13.

Jerry Cady, radio writer, who clicked on his first scenario attempt at 20th Fox. has, been given a term contract by Darryl Zanuck.

Cady was told to turn out an original for Shirley Temple when he landed on the lot. A few days later he turned in Her Master's Voice, plus a treatment plus a treatment. Zanuck assigned Raymond Griffith to produce and told Cady to solo on the adaptation.

Corliss Primps Orig.

Corliss Frimps Orig.

Hollywood, Oct. 13.

Allene Corliss, who authored Summer Lightning, has reached the Coast to collab with Del Andrews and Arnold Belgard on the script or Walter (Wanger production. I Joan Bennett heads east, with William K. Howard set to direct the set of the collaboration of the c

MG Writer Jobs

Hollywood, Oct. 13.
Several writers got a break at Metro last week. Studio took Sea of Grass, novel from Conrad Richter, who will adopt william Hurlaurt was handed a contract and assigned to the Fannie. Hurst story, 'Once Upon a Time.'
James M. Cain, addition to writer staff, will work with Director William Joyce Cowen on script revisions for latter's novel, 'They Cave Him a Gun,' which Harry Rapf will produce. Bartlett Cormack was ordered to New York to obtain mate-

Him a Gun, which Harry Rapf will produce. Bartlett Cormack was ordered to New York to obtain material for scripting The Foundry, Wallace Beery starrer, which Hunt Stromberg will produce.

RKO Contractees Stock Training, Briskin's Idea

Hollywood, Oct. 13.
Guest stars for the saking. That's
the new policy the RKO-Radio
studio announces via S. J. Briskin,
with around 30 young stock players
available gratis for stock companies
and little theatres around, the country, Idea is to give players' needed
experience and 'to help the theatre.'
Only top names and those working
at the time in pictures are exempted
from call. Briskin said, 'If we are to
continue to obtain fine players from
the stage, It is obvious the theatre
must be encouraged and strengthened in every manner possible. It Hollywood, Oct. 13

nust be encouraged and strengthened in every manner possible. It is apparent we must help the theatre if we expect the theatre to help the screen.'

the screen.

Understood the only cost to theatres taking such RKO juve players will be the transportation and liv-

will be the transportation and ilv-ing expenses.

Mrs. Lela Rogers, mother of Gin-ger Rogers, guesting for Lux on the radio. Monday (12) night, aired Briskin's plan as part of the broad-

KAY VAN RIPER OUITS AIR FOR METRO CHORE

Hollywood, Oct. 13.
Re-debuting as a Metro scenarist,
Kay Van Riper, one of radio's ace
writers, is scripting 'Skidding.' Former stage play will be produced by
Lucien Hubbard and Sam Marx.

Miss. Will Strate of the script of

Miss Van Riper authored, produced and played lead in 'English Cornets,' which started a cycle of historical serials on local trans-

Rogers Back on Par Lot

Hollywood, Oct. 13.

Bogart Rogers checked into Par
Monday (12) as associate producer,
having fossed in his ticket at 20th
Century-Fox after drawing what he
considered were three blanks in
three productions.

Return to Par, where Rogers was previously a story editor, means he goes back in a better status than when he left to join Darryl Zanuck last year

LENORE ULRIC BACK AT M-G: HAD BEEN ILL

Hollywood, Oct. 13.
Lenore Ulric is back on the Metro
lot for retakes in 'Camille,' in which
she appears with Greta Garbo and
Robert Taylor, Miss Ulric, ill in New
York and under doctor's orders, had

Robert Taylor, Miss Ulric, ill in New York and under doctor's orders, had retired into sectusion for rest and recuperation.

An air of mystery was thrown about the situation because one of Metro's casting officials, here, had long distanced certain New York night club habituse to try and locate the star in a sudden and excitable determination to find her.

The studio is understood not to have sustained any unnecessary expenses because of Miss Ulric's stay in New York, as she left the studio, about two weeks ago, with the consent and knowledge of the studio.

She returned to the Coast after the Metro home office had contacted here directly, following a 10-day vacation in Manhattan.

Reinhardt Scans Cast For 'Danton': Script On

Hollywood, Oct. 13.
Max Reinhardt has started casting
for 'Danton,' his pext picture for
Warners. Producer is probing studio's contract player list before calling on any outside talent.
Large staff of writers is laboring
over the script.

Metro Holds Gould

Hollywood, Oct. 13. - Hollywood, Oct. 13.
Dave Gould, dance director, has received a new contract at Metro. Director, now doing chore on Born to Dance, will create terp numbers for Eleanor Powell in Broadway Melody of 1937.

Henigson Abroad

Henry Henigson sails for a Euro-pean jaunt the end of this week. Former Paramount production ex-ecutive who has wound up his affi-liations on that lot, will seout around for plays, talent, etc., with a view toward indie production when he gets back.

JEAN ROGERS' TOPPER

Hollywood, Oct. 13.

Jean Rogers and James Dunn have top spots in Universal's 'Murder on the Mississippi.' Eddie Anderson also added to cast. Production is under way on the U jot after sevunder way on the U lot after several weeks' location in New Orleans.
Arthur Lubin is directing with Val
Paul associate producer.

Drop in British Pix Reflected In Few Seals Issued by Codists

H. J. Green Ankles Col.

Hollywood, Oct. 13. Howard J. Green, Columbia asso-ciate producer, and Harry Cohn have agreed to end former's contract. Before Green leaves, however, he will put I Promise to Pay and 'Whispers, Inc.,' into production. Atthur Law, British producer, has

Arthur Levy, British producer, has bought screen rights to 'It's Your Turn' story by Green. Yarn was Turni story by Green. Yarn published by Collier's in 1930.

The large dccrease in number of British-made productions submitted to the production code administration of the Hays office in recent weeks was blamed for the general slump in features that since July 1 per large the submitted from the satern office. The state of the satern office of the satern office of the satern office of the satern office of the satern of July this year and 135 short features approved in that same time. The office reports that 175 features and 1,012 shorts have had, the code seals affixed, after being given the once over by the eastern office since it was organized in 1934.

The production code administra-

nt was organized in 1934.

The production code administration, both east and on the Coast (under Joseph I. Breen) how issues comprehensive weekly reports showing
the number of films passed on and
titles and producers so that they may
be available for exhibitor perusal.

Ralph Fear Nixes Metro's \$50,000 **Settlement Bid: To Test Issues**

20th Rushes 'Wake,' 'Sally'

Hollywood, Oct. 13.
Twentieth-Fox is rushing production plans on 'Wake Up and Liva' and 'Sally, Irene and Mary,' to put them into work before Nov. 1. Kenneth Macgowart will handle 'Wake, Earl Carroll and Harold Wilson have been assigned as co-producers on

Mack Gordon and Harry Revel are

Mack Gordon and Harry Revel are cleffing times for both musicals. Walter Winchell and Ben Bernie portusy themselves as columnist and batoncer in 'Wake.' Bernie's band also will back him. Herman Bernie set the deal for both with Joe Mos-kowitz of 20th. Kenneth Macgowan will produce

film from a screen play by Curtis Kenyon, Jack Yellen and Harry Tu-gend, based on-the title by Dorothea Brande.

Shirley Temple's Alleged Ex-Mgr. **Sues for Million**

Los Angeles, Oct. 13. Los Angeres, Co. 20.

Alleging breach of a management contract covering Shirley Temple's activities, Jack Hays, indie film producer, has filed suit for \$1,000,000 from the child star, her parents. George and Gertrude Temple, 20th Century-Fox studios, California Century-Fox studios, Calif Bank and California Trust Co.

Bank and California Trust Co.

Hays cities in his complaint that he signed a contract Oct. 7, 1932, to manage the star. The parents reportedly sigged the pact and it was okayed in a L.A. court, he declared. He further alleges that on Oct. 1, 1933, the Temples repudiated this contract, refused to permit him to continue with Shirley's management, and turned over the direction of her film career to 20th-Fox.

Hays asks \$500,000 damages and an additional one-half of Shirley's potential earnings, estimated at another \$500,000. His contract allegedly was to have run unto Oct. 7, 1934.

According to the complaint, the

7, 1934.

According to the complaint, the Temples brought Shirley to Hays and asked him to train her for the films. He obtained coaches for her, he says, and placed her in six one-reel 'baby star' pictures for Educania. Her earnings at that time were \$7.50 to \$10 daily.

were \$7.00 to \$10 daily.

Hays filed another suit in Federal court which amplified the state action. Harry Ashton, a trustee in bankruptcy, was made defendant along with the parents, Fox Film Corp., 20th-Fox, California Bank, and the California Trust Co.

and the California Trust Co.
In this suit Hays declares that the
Temples, desirous of breaking his
contract without the formality of rescinding it, connived with Ashton,
trustee in Hays' bankruptcy, to simulate a trustee's bankruptcy sale in
which Hays' contract was disposed
to G. F. Temple, star's father for
\$25.
This the plaintiff charges were

\$25.
This, the plaintiff charges, was done to defraud him in bankruptcy proceedings in court of Refereo-Samuel W. McNabb. He charges proceedings in court of Refereo-Samuel W. McNabb. He charges further that the assertedly contrived sale was made without required lo-day legal notice to creditors and without any notice to himself, that it was not conducted in open court and that the contract was not, of-fered to bidders. Plaintiff asserts, he believes MoNabb did not have ample information of the proposed deal before if was consummated.: Hays went into voluntary bank-ruptcy in 1933. Ilsting debts of 55,013. Contract with Shirley Temple was not listed or surrendered as an as-set in his filings. Contract had pre-viously been disaffirmed by the Temples, he states.

Mayo Megs WB 'Day'

Hollywood, Oct. 13.
Archie L. Mayo will direct 'Call It a Day,' at Warners. Production is skedded for early start.
Ian Hunter and Patric Khowles have leading spots in an all-English cast.

Los Angeles, Oct 13.

After assertedly turning down a compromise for \$50,000 to settle controversy out of court, Ralph Gordon Fear, states he will push his Metro suit for injunction and declaratory judgment on use of Fear's patented motion picture development machine.

motion picture development machine.

Metro filed suit here in May, charging that Fear was threatening various producers and exhibs with damage suits if they showed film processed at the Mr-G plant on the ground that Metro was infringing on Fear's patent. Plaintiff claimed that these warnings to patrons, customers, distribs, exhibs and producers had created a potential and actual damage to business and good will of Metro in excess of \$1,000,000. Court is asked to declare mutual rights and equities in the squabble, based on interpretation of contract between Fear and Metro as to restricted use and license privilege of developing machines built for studio by patentee.

Fear's Charges

Fear's Charges

Fear's Charges

Fear, in answering the suit, declares that M-G was given right to use his machine for its own film work and is not authorized to use it in processing film for outside companies or, producers, which studio admittedly 'has been doing, in amount far exceeding \$10,000 yearly. Plantiff turther asserts that unpercentage of the paraphernalia of outside with the paraphernalia of outside with the year of yea

'Lynton' Matter Now Pressed Vs. Theatres Which Showed the Pic

A restoration of the suit against the Moredall Realty Co. (Capitol theatre, N. Y.) has been asked by O'Brien, Driscoil & Raftery, attorneys for Edward Sheldon and Margaret Ayer Barnes. Request made before Federal Judge Knox grew out of suit against Loew's, inc. and Metro for alleged plagiarism of plaintiffs 'story 'Dishonored Lady' in film 'Letty Lynton'. Loew's has asked that a hearing on the Moredall matter be postponed until some time in January when it can bring east witnesses who made the picture. Delay has already been granted.

Authors won the first suit and are awaiting a reply of the Loew auditors on an accounting of film's profits. Hearing on this matter is expected Oct. 2.

BILLY ROSE'S FIESTA FOR L. A. CIVIC STUNT

Hollywood Qct 13.
Hollywood Junior Chamber of Commerce is negotiating with Billy Rose to stage a spectacle similar to Jumbo' for Fiests celebration scheduled for next May. Group will have \$35,000 to spend, and is asking Rose for his price before going sheed with other arrangements. Chamber will make the Fiesta an

Wynters Opp Horton

Charlotte Wynter: and Edward.

Charlotte Wynter: and Edward.

End and Edward.

Man's Bonus, now in work at Parais mount. Ray McCarey. is directing with Harold Hurley producing.

Miss Wynters played with Fred it MacMurray in "Trail of the Lone-

MAXWELL HASN'T G-B---YET

TEXAS' - DORM' STARTS B&K'S CHI DUALS

Chicago, Oct. 13.

Double features start in the city of Chicago this Friday (16) when Balaban & Katz sends four A houses into twin bills. Tivoli, Marbro and Up-fown will start the twin picture parade with the combo of 'Texas Rangers' (Par) and 'Girl's Dormitory' (20th). Southtown will dou-ble up 'My Man Godfrey' (U) and 'Chan at Race Track' (20th).

Chan at Race Track' (20th).
Rest of the B&K nabe houses from
the Granada down to the smallest of
the grind spots will join the parade
to bargain bills as their turn comes
in the regular releasing schedule.
Which means that the first week
of general release houses which
change 25c will have their bath into
divide the second of the company of the
company of the company of the company of the
weeks.

weeks.

On the southside the Warner Bros.

single A houses, the Ayalon, will not
go doubles with the B, &K. A spots,
due to the booking of 'Anthony Adverse' (WB) to start Oct. 16. The

week following, however, this house
and the other pre-release houses on
the local Warner circuit are slated
to, go bargain bill.

to go bargain bill.

This marks the culmination of a
two-year campaign on the part of
Bailaban & Katz to go double teatures, and marks the return of the
film industry to a bargain system
which was discarded five years agowhen doubles proved too tough an
overhead in the lowered pace of the
electronic of the control of the control of the control

to the control of the control

STRONG U. A. DISTRIB SETUP. WITH SMITH IN

An executive sales setup that is unlike that of any other company, giving United Artists powerful home office distribution manpower, has been organized with the appointment of Andy W. Smith, Jr., as gen-eral sales manager under George J. Schaefer, who ourries title of v.-p. and general manager.

and general manager.

Smith is brought into UA for stronger sales representation in view of the increased product this one-time highly specialized distribution company is taking on. From less than 15-ctures-a-year, UA this sea-mon will market/from 30 to 35, and next year (1957-38) may increase the number to 50 or beyond. Sam Goldwyn himself plans 10 next year.

For many wears Bestein-Canadian.

Goldwyn himself plans 10 next year. For many years Eastern-Canadian division manager for Warner Bross. Smith has been idle about two months. He resigned from WB when the sales estup there was changed by moving Grad Sears up to a general sales manager's post and creation of district managers under him, div managers being climinated.

matcd.

The RKO sales setup compares closest to that of UA, now that Smith is brought in. Ned E. Depinet is the big boss over RKO distribution, as president of the distributing subsidiary, while underlim are Jules Levy, as general salzamansger, and two division soles heats.

Casev West Next Month, Murdock Also Leaving

PAT Casey, producers' labor con-tactes at the studies, returns to Hol-lywood for the winter early in No-vember. Remaining cast until the Tengane convention of the American Tederation of Labor the first week of Nov., and thence to the Coast.

J. J. Murdock, who has been east all summer, may return to his Holly-wood home for the winter when the weather starts getting bad.

Election Affecting?

Election Affecting?

Grosses nationally have not been up to expectations the last three weeks, the tendency having been downward in spite of normally good picture product. While it is believed the great interest in presidential and other political campaigns is having its pre-election effect, operating executives are unable to say definitely whether this is the cause. In allocating causes, it is presumed that the election ballyhoo and excitement, plus football games, borse racing and other boxofice opposition on wide fronts are among the reasons for boxoffices not being up to normal expectancies. The

up to normal expectancies. The drop in business, however, is far from alarming.

LAWRENCE FOX'S INDIE PROD. **PLANS**

Lawrence W Fox Jr (General Film Industries, Inc.) has completed financing arrangement for the production of a series of six films which will include Doubleday & Doran's 'Crime Club' book series. Three of the films will be made in London, three in Hollywood.

three in Hollywood.
Full production plans are not set completely. Fox is expected to go to Hollywood soon in connection with the undertaking, and after that to London. He returned from England only recently, after spending five months abroad, on the Continent, including the Soviet, during which time he scanned various film production spots and film business operations.

Whether William Fiske, 3d, will be connected with the undertaking is not known. Fiske was at one time with the former First Division com-

Fox is one of the organizers of the Standard Capital Corp., which com-pany negotiated the purchase of Carl Laemmie's interest in Universal Pic-

tures.

Fox resigned from Standard Capital to dovote his time to his personal interests in the film field. In consequence of his recent London journey. Fox organized General Film Finance, Ltd., of England, with correspondents on the Continent, to supply a general banking and fiscal service to British and European film producers.

LAEMMLE, JR., SETTING HIS PRODUCTION PLANS

Carl Laemmle, Jr., who has or-ganized his own producing company, Carl Laemmle Productions, Inc., which will look for major release (United Artists is a reported possi-bility), will remain in New York bility). several weeks looking at shows, tal-ent and discussing distribution ar-

rangements.
Young Laemmic plans producing
on the Coast, once he bas organized
his unit and made arrangements for
film-making space at one of the
western plants. Figures on four or
five pictures a year.

Understood that while Laemmle desires to make a distribution deal with UA. Sam Goldwyn and other owners of UA first want to know exactly what Laemmle's four or five pictures will be before going ahead on a deal.

on a deal.

Laemmle has four storles in mind.

He has purchased the screen rights
to 'Squl with a 1,000 Faces' by
Friges Karinthy and a yarn by
George Frazier known as 'Nine
Officers.' In addition to this he has
made arrangements to have Thomas
Mann, Nobel prize winner, do an
original, and has his hands on an
option for the rights to a coming
movel by Alfred Newmann which
may be done as a play first.

LEGAL ACTION MAY DEVELOP

Sid Kent Wants to Know What's What — Maxwell Has Bought the Ostrers Non-Voting Shares, but Only Has Option on Voting Stock-20th Wants to Sell Its Holdings

FLOCK OF STATEMENTS

Hollywood, Oct. 13.

Joe Schenck says he has nothing to add to Sid Kent's statement issued in London yesterday (Monday).

Condon, Oct. 13.

With statements from both sides, plus official announcements, the condition of Gaumont-British today is in a bigger muddle than ever. Pespite the official statements that John Maxwell, head of British International Pictures, Associated British Cinemas and Associated British Pictures, has bought the control of Gaumont-British from the Ostrer burner, has bought the control of Caumont-British from the Ostrer burner, and the control of Caumont-British from the Ostrer burner, and the control of Caumont-British from the Ostrer burner, and the control of Caumont-British from the Ostrer burner, and the control in Galactic and the Caumont-British from th

RECARDLESS OF DEALS, GB BLDG. **MORE HOUSES**

Caumont-British is not awaiting the outcome of any deal before getting on with its circuit expansion plans, and has put six theatres in commission in the south of England. Each will be run by an individual company, with Arthur W. Jarratt, booking chief of G-B, as chairman and managing director.

Cinemas are mostly in previncial Cinemas are mostly in previncial capacity, costing around \$150,000 cach. All six are scheduled for early new-year opening. London Oct 13.

cach. All six are scheduled for early new-year opening.

Typical of all Is new hall just started building at Chichester, where swimming pool and dance hall are sugg 1 ted as additional features to the motion picture theatre.

Republic's Execs

Hollywood, Oct. 13.

David Werner, formerly with
Universal here and in New York, has
been named Republic casting director.

Horry Scipeter, one-time N. Y. World book reviewer, comes here as

Rapf Handles 'Tish'

Hollywood, Oct. 13.

Metro's Tish' has been assigned to Harry Rapf for production, Sam Wood directing.

Tish,' slated as an Irving G. Thalberg production, goes to post within a week.

L. B. Mayer, Feted in Frisco at Civic Function, Pans Hollywood's Pinkos

RKO Plan Within Week

Wall Street is anticipating that a plan of reorganization for Radio-Kent-Opheum with be set defatledly with-Opheum with be set defatledly with product \$55,000,000, inclusive of amounts which may be adjusted. Its principal debts include \$750,000 4% secured notes (Chemical); \$11.600,000 principal amount, 6% debentures; \$1,118,500 principal amount, Pathe notes, and \$40,898,000 unsecured claims.

TALK OF LASKY **BACK AT PAR** AS UNIT PROD.

Jesse L. Lasky back into the Paramount organization is a possibility. He is said to have discussed the matter with Adolph Zukor. Lasky was formerly v.p. in charge of Par production for years, baving gone out in 1931. Assumption is that Lasky would become an associate producer

would become an associate producer on the Par Iol.
When he was with Fox, Lasky held Nino Martini, Met opera star, under personal contract. He and, Mary Pickford starred Martini in 'Gay Desperado,' final Lasky-Pickford production, which has just been released. Martini remains under contract to Lasky personally. In New York now, he will remain east for the Met season.

SPANISH PIC RUSHED AT 20TH; "HEAVEN" SET

Hollywood, Oct. 13. To take advantage of news values on the Spanish rebellion, Darryl F. Zanuek has set Kenneth Macgowan as associate producer on 'The Siege of Alcazar.' Sonya Levien is script-

of Alexar.' Sonya Levien is scripting.
Zanuck also. has scheduled 'Seventh Heaven,' for November production. Although picture is without a cast and director, Simone Simon will play the lead.
H. R. Knickerbocker, war correspondent in Spain, also will work on the 'Alexar' script. Zanuck bought film rights to Knickerbocker's copyrighted articles from the war zone.

20th Scattering Its Pix in B'way Houses

Twentieth Century-Fox took \$62,000 in rentals out of the Roxy on the two pictures which were diverted into that New York first run after 20th and Music, Hall and Some to or Girl's Dormtory, which played the Roxy two weeks, and 'Sing, Baby. Sing,' which ran three.

While 'Dimples,' current there now, makes three 20th-Fox releases for the Roxy, a second this scason for the Rivoli, opposition first run, will be 'Ladies in Love.' This one follows the incumbent 'Dodswyrth.' With 20th spreading its product around, 'Ramona' is eurent at the Criterion, which may get additionals.

Communists have reached into the film industry in attempts to impose their ideas on public opinion through the medium of the films, declared Louis B. Mayer at a luncheon given here in his honor last Thursday (6) by Louis R. Lurie, San Francisco filmancier and theattreal man.

financier and theatrical man.

The Metro-Goldwyn-Mayer chief, speaking of the battle the motion picture companies are having with the red element in Hollywood, startled the natives when he took a crack at the parlor pinks' and Communists who, he suggested, should pack their bags and start back to Moscow.

bags and start back to Moscow.

"We've got Communists in Hollywood drawing down \$2,500 a week,"
said Mayer. "Some of them are great
writers, who are demanding 'free exbression' in their work for pictures.

The industry knows who they are
and knows, too, that they are
financed and supported by the Third
Internationale.

Internationale.

"The industry has fought them in the past and stopped them from spreading their pernicious propaganda through motion pictures, which are the greatest moulder of public opinion that ever existed. Newspapers have their place in crystallizing public sentiment, but you can't get away from the power of motion pictures. Paint a picture for the people on the screen and they got the idea a great deal quicker than the printed message on paper.

a great deal quicker than the printed message on paper.

We in the film industry realize that we must keep abreast of the parade. We are confronted with changing conditions on all sides, and we must cope with the problems now and not delay until it is too late. All we have to do is to take a lesson from Spain and the rest of Europe fo realize what we must fight against.

Mayor mentioned B. F. Keith once.

Mayer mentioned B. F. Keith, one-time vaudeville king, as one who failed to keep abreast of the parade' when motion pictures were first be-ing introduced.

ing introduced.

I remember 30 years ago, sald Mayer, when B. F. Keith said to me back in Massachusetts: My boy, motion pictures are a fad; they're like the bicycle. They won't last long. In the years to come vaudeville will still be here, and motion pictures will be a thing of the past. Well, you can draw your own conclusions from those remarks.

The luncheon in Mayer's honor was attended by leaders in the business and financial world.

ness and financial world.

In the evening Mayer spoke at a Fire Prevention Dinner under the auspices of the Junior Chamber of Commerce. Mrs. Mayer remained here to do some shopping.

Mayer was greeted by 40 singing firmen upon his arrival at the train lepot to participate in Fire Prevention Week. The Metro Illm ehiefs tall: on civic duty was broadcast over ICCO.

KCO.

Mayor Angelo J. Rossi handed
Mayor a solid gold key to the city
hall in appreciation of Mayor's interest in San Francisco's welfare.
Louis R. Lurie, operator of the
Geary theatre, gave a luncheon in
honor of Mayor at the St. Francis

In the party with Mayer were Mrs.
Mayer, Dr. and Mrs. Robert Hiden,
Stockbridge, Mass., visiting with the
Mayers in Hollywood; Durand
Howes, Los Angeles Chamber of Commerce; Harry Rapf, Ben Goetz, M. C. Levee and Frank Orsatti.

RKO's Musical Cembo

wnitney's Coast Call
Hollywood, Oct. 13.
En route from New York to the Orient via the China Clipper, C. V. Whitney, member of the board of directors of Selzniek-International, plained in Oct. 9 to confab with David O, Selzniek and look at The Garden of Allah.'
Whitney is making the hop as chairman of the board of Pau-American Airlines.

Coordinating All the Issues of U Pictures' Stock Under New Control

With the public offering of new common stock practically out of the way and shortly due for listing on the New York stock exchange, Universal now is turning its attention to a plan, which will bring all old stock, now outstanding, under the stock production of the public of the public. There is a good possibility in the public of the public. There is a good possibility in the public of the public. There is a good possibility in the public. There is a good possibility that it may be exchange as the public. There is a good possibility that it may be exchangeable for Universal Corp's new preferred.

ferred may militate against a straight exchange.
Present indications are that the new common and preferred may not be listed until after old stocks of Universal Pictures have been taken care of. Understood now that officials regard such a method of procedure would simplify the corporate alignment to a wast degree.

Hollywood Fotogs Go Wampas: Choose 10 Ingenues for Clicko

Hollywood, Oct. 13.

Those boys that know their pulchritude from a candid viewpoint, members of the Hollywood Press Phötographers Ass'n, took a leaf from the Wampas booklet last week and picked out 10 future Flashlight Starlets. Selections were made at first Flashlight Ball at the Biltmore hotel, and each gal received a camera.

Those picked were Helen Burgess, Par; Mary Gifford, Goldwyn; Kay Hughes, Rey; Janies Burtt, T. Rey; Janie Burtt, T. Rey; Janie Burtt, T. Rey; Janie Burtt, T. Rey; Janie Lawrence, Boach; Cecilia Parker, Metro, Barbare Pepper, RKC; John Perry, Col; June Travis, Warners, and Helen Wood, 20th-Fox. Pete Smith emceed the froile which garnered about \$2,000 for the fotogs' relief fund.

Baldwin's Pic Break

Emanuel Cohen has signed Robert Baldwin, tested after a stage engagement in Sailor Beware's at Newark, for top spot in Mind Your Own Business, Charles Ruggles-Allee Brady comedy, Joe Cunningham also cast.

Production is being directed by Norman McLeed from an original by John Francis-Larkin. It's Major Pictures' hird feature for Paramount release.

Healy's British Stooge

Wilby-Kincy Mgrs. Hurt In B'ham Auto Crash Birmingham, Oct. 13.

Dick Kennedy, district supervisor for Wilby-Kincy, and three of his Birmingham house managers were injured near Birmingham last week when an automobile in which they

when an automobile in which they were riding crashed into a railroad trestle.

The injured were Sam Suggs, manager of the Alabama; Frank Nickens, manager of the Ritz, and William of the Ritz, and nedy.

None was seriously hurt,

STROMBERG-LEONARD HANDLING 'MAYTIME

Hollywood, Oct. 13.

Hunt Stromberg, producer, and
Robert Z. Leonard, director, have
taken over production reins on
Metro's Maytime' which was slowed Metros Maytime winch was showed following death of Irving G. Thal-berg. John Barrymore has been added to the cast which has Jeanette MacDonald and Nelson Eddy as top-

pers.

Albert Hackett and Trances Goodrich are making script changes in
order that production may be resumed this week. Picture has been
shooting three weeks under Edmund
Goulding's directorial guidance when
it was halted.

Jeanette MacDonald returned to the Coast Monday (12) to resume in 'Maytime,' after a brief N. Y. vaca-tion.

Muni as Zola in WB's Dreyfus Cast, Picture

Hollywood, Oct. 13.

Warners, out of the red on Pasteur, is going to work on another biographical :tem, the epic fight on the Dreyfus case made by Emile Zola. Zola role will be played b. Paul' Muni, as was Pasteur. Zola's fight against corrupt politics will be portrayed as was Pasteur's fight against disease. Piece is currently titled The Truth Is On the March.

British International made a picture of the Dreyfus case in London, with Cedric Hardwicke, which failed to click; but Hollywood argues that the same company made The Informer' years before RKO-Radio did, and the difference in productions proved the remake good box office.

Lorre's Work Rushed

Hollywood, Oct. 13.
Twentieth-Fox is rushing production on Crack-Up' in order that Peter Lorre may leave for New York to start rehearsals in Sidney Kingsley's stage production, 'Napoleon.'
Play, with Lorre in the title role, is slated for a Nov. 15 opening.

Metro Long on Shorts

Metro's shorts program for the current seasons program for the current seasons shows 20 completed and 14 in preparation. Pete Smith has four finished, three being out and two in preparation. Smith has 16 specialties on the slate Carey Wilson is set as commentator on several shorts and remainder of the program is made up of musicals. 18 Happy Harmonies, 12 FitzPatrick Traveltalks and 12 Our Gang Com-edies from Hal Roach.

8 READY TO GO AT WARNERS

Hollywood, Oct. 13.

Hollywood, Oct 13.
Warners will place eight pictures before the cameras within a few weeks to shoot simultaneously. These Man from Kimberley. The Man from Kimberley. The figure Chause, Silm, 'Gail It a Day,' The King and the Chorus Gill,' and a technicolor remake of 'Desert Song.'

Ol' Ribber Barnett Cracks Pair of Ribs **During Fun Imbroglio**

Hollywood, Oct. 13.

Vince Barnett, ol' man ribber of these parts, took a hetky punch at Les Wagner of the Twentieth-Fox publicity department during the Flashitte Froic staged by the Hollywood Photographers' Asm at the Biltmore hotel, Consequently Wagner ended up in a hospital suffering two broken ribs.

two broken ribs.

Pair were indulging in a bit of
the browner at the browner at the browner
the browner at the browner
the browner at the browner
the

Geo. O'Brien Abroad

Hollywood, Oct. 13.
George O'Brien is planning a trek
to England upon completion of his
series of pix for George Hirlman.
He plans to make one picture in
England and has lined up studio
space at Pinewood.

MARSHALL SAILS

Unable to sail a week ago due to studio requirements, Herbert Mar-shall is due in New York today (Wednesday) to catch a boat to Eng-land. He just completed 'Make Way for a Lady' for RKO.

Marshall returns in a month.

Peach Edition' Castings

Hollywood, Oct. 13.

Michael Whelan draws sports editor role and Rochellle Hudson the femme lead in 20th-Fox's Peach Edition.

Edition."

Alan Dwan directs from screen play by Mark Kelly, former L.A. Examiner sports ed.

20th-Fox Heads New Drive of Film Issues; Late Selling Hits Others

By MIKE WEAR Tuesday's stock market, following

the holiday Monday (Columbus Day) saw a few additional gains but ir-regularity predominated at the close. regularity predominated at the close. Most amusements closed lower, with the bulk of the weakness concentrated in film issues. Low's common was off 1%, final price being the lowest of the day. Paramount common fell back nearly a point to 12%. General Theatres was off about 12%. General Theatres was off about price of the day. Paramount price of the day of the price of the day of the day of the price of the day of t

General Electric made a new high but, closed, lower, (Universal pre-ferred edged up fractionally to 103.

Yesterday's Prices

Inside Stuff—Pictures

Production code office of the Hays office in the east and the one on the Coast recently had two ticklish subjects to handle. Eastern office countered its problem in 'Nine Days a Quen' (GB) because of the heading and public execution angles, while the Coast discovered dynamic in the gangster-sequences of 'Bullogo Edition' (Republics' Edh) were passed with few trims' (judging from the finished products, the surrounding circumstances and story facts convincing the code officials that the scene should go very much as is.

In both instances, the execution bulld-up and manner in which the gangster machinations dovetailed into the main theme were rated as vital to the finished picture, with chances that both would have been weakened drastically if cut too much.

Several Paramount partners are in New York conferring with home office heads on tax problems and the breakdown of subsidiaries in addition to discussing product. Among them are Bob Wilby, Bob O'Donnell, A. H. Blank and L. J. Ludwig, J. J. Fitzgibbons, in charge of Famous Players-Canadian and John Balaban, who operates Balaban & Katz, have already gone back to Toronto and Chicago, respectively.

Par's plan is to reduce its number of subsidiaries as far as possible in order to stimplify the handling of taxes and eliminate sets of books, directorate which have to be maintained for each and every subsid, no matter tow. Milch have to be maintained for each and every subsid, no milch plan N. V.

matter now small.

Music Hall, N. Y., grabbed a lot of space in the New York dailies last
week through a stunt by Arnold Van Leer, representing Fickford-Lasky
on 'Gay Desperado,' in conjunction with Hazel Flynn of the Radio City

on 'Gay Desperauo, in Companies.

They arranged for Nino Martini to spend a morning on the Jefferson Market Court bench with Magistrate Thomas Aurelio, with the singer paying a \$1 fine on behalf of a man charged with vagrancy and ending up by singing a song in the courtroom.

Albert Lewin, before signing with Par, entertained an intention to retire, as he-has an ample income. He and Jim Tully were planning to team up as a playwrighting duo. But the producers who were willing to let him write his own ticket won Lewin into sticking to his last. If conditions clear up he will make a European four, as-fie wants to, with Mrs. Lewin: If turmoil abroad continues he plans, as soon as The Good Earth' is previewed, to loaf around New York till next spring looking over material for his 1937-38 product.

The Maryland State Board of Censors has seldom sliced out any footage from flins save on 'moral' grounds, with the offending reelage ripped off concerned in some way with sex. One of few times censors have ever expunged tootage on grounds that were not direity concerned with sex happened to 'Anthony Adverse.' Only two nicks the censors took out of that pic were two of the scenes showing slaves being whipped. Grounds were 'brutality', untit for general public viewing.

Music Hall, N. Y., currently playing a United Artists picture, 'Gay Desperado,' has put in a bid for another from the same distributor, 'Garden of Allah,' fart of the Selzoid-International pictures for this season. Question at the moment is whether or not the Rivoll, which holds a UA franchise, will release 'Allah, so that a deal may go forward with the Hall. White releasing' Gay Desperado, the Rivoli refused to let UA sell 'Last of Mohicans' to the Rocketellor, the Rivoli refused to let UA sell 'Last of Mohicans' to the Rocketellor house.

Reservation of the right of a producer-distributor to approve or reject the stories of a competitor which are planned for a star, on loan, is the deal Paramount made to borrow Gladys George from Metro. Par's 'Valiant Is the Word for Carrie' is Miss George's first picture. Par has her for three more. In each case, Metro is permitted to pass on the stories before filming.

Mae West will entertain eight bachelors selected from midwest and east-ern sections of the country through newspaper, contests, for eight days in Hollywood as exploitation of Emanuel Cohen's 'Go West, Young Man.' Se-lected benedicts will get the Westian perspective on sights of filmdom. Cleveland Press is first to stage such a contest.

Three or four, and possibly five features on Universal's 1936-37 product line-up will go to Radio City Music Hall this fall to fill out requirements of contract for last season. This is being done because U failed to deliver several on its schedule for last year. 'Phantom of the Opera' was one of biggest promised, but not delivered.

Directorial credit on Samuel Goldwyn's picture, 'Come and Get It,' will be divided between Howard Hawks, who started the Ednaglegrher, Limbur mill opus, and William Wyler, who concluded megging after, Limbus and Goldwyn disagreed over story policy. This is one of the rare instances where two topflight directors share credit on screen work.

Supervisors of exchange operations for major film companies conferred with a representative of the Interstate Commerce Commission last week on regulations pertaining to the use of cardboard cases. Film officials were given definite instructions as to what was permissible in interstate shipments when the lightweight, inexpensive cases were, employed.

Arthur A. Lee, g.m. and v.p. of Gaumont-British of America, had a trade paper editorial luncheon set for today (Wednesday), planned to-make G-B's attitude clear on, the merger talk, when the new John Maxwell thing popped up. P. S.—The luncheon powwow's off.

Warners constructed a reproduction of the exterior of California's San Quentin prison for scenes in 'San Quentin'. Set, on the studio ranch at Calabasas, is the largest the concern erected since production of 'Charge of the Light Brigade.'

Unusual situation is Par's permission to Fox, Brooklyn, to play 'Texas Rangers' on a double bill while the picture, on a single bill, was still current at the N. Y. Paramount. These theatres are in opposition to each other.

Return of better box office days with resultant new theatre and exhibitor enterprises is keeping the Hays organization on its toes in its campaign to guard against phoney stock promotion deals.

Charles R. Rogers didn't like 'Flying Hostess' at Universal so he sent it back for added scenes. Picture was completed more than month ago, and retakes required about one week's time.

Ophuels to U.S. on Spec MARCH'S 'TONY' VOTED

Max Ophuels, refugee German film director, will come to U.S. from Paris within the next four weeks. He was formerly associated with Fritz Lang and Ernest Lubitsch in Germany.

Germany.

Negotiations are under way, through Sylvia Sanders, fol Ophuels to do an English Version of his original German production of Liebeler, and the Comming over on a spec are Rene Ferte and Maria Pichon, French performers.

Hollywood, Oct. 13.

Fredric March, '36' 'Hist Voork' in Warnigs' 'Antitory' Adverse, 'his retured to an English Version of his original German production of Liebeler,' lettered with 'august.'

Also coming over on a spec are Rene Ferte and Maria Pichon, French performers.

GUILD'S AUGUST BEST

Hollywood, Oct. 13

CONSOLIDATED DISTRIBUTION

10-Point Program Not Stymied

MPTOA Prez to Resume Trade Huddles End of Month-But Will Take Time

Getting no definite commitments from distributor heads on his 10point trade practice program, but encoulaged by contact with sales heads
during the past week that it has not been stymied, Ed L. Kuykendall left
salurday (10) for his home town, Columbus. Miss. The president of the Motion Picture Theatre Owners of America is far more optimistic strade. Practice reforms than he was a few weeks ago, and believes that secord may be reached shortly. He plans returning to New York by Oct. 28, with steps, meantime, expected to further the progress of the 10-point program in whole or part. According to Kuykendall, distribution heads are giving serious considion and the supplied of the supplied of

MARG MITCHELL MAY AID ON 'WIND' FILMING

Hollywood, Oct. 13.

Hollywood, Oct. 13.

Sidney Howard is expected from New York within two weeks to write the screen play of Margaret Mitchell's 'Cone With the Wind' for David O. Sclanick.

When he completes direction of 'Camille' at Metro, George Cukor will go to Atlanta to confer with authors of the best seller on cretain which will be the seller on cretain die, and it may be that Mrs. Mitchell will come to Hollywood to advise on the production.

Atlanta, Oct. 13.

Atlanta socialites have gone slightly ga-ga over reports that Betty Timmons, 1931 debutante, has been mentioned in N. Y. and Hollywood dispatches as a possibility for 'Scarlett O'Hara' role in 'Gone With the Wind.' George Cukor's asserted statement, Werre told that the cescription of Scarlett O'Hara in the book'-was taken from that of Miss Timmons and if that's true our worries about 'casting that character will be over,' struck a snag when the author said 'twasn't so. Miss. Mitchell and the Timmons girl are distantly related, but have—never met, according to the author. Cukor's statement brings her close to a career in the films for the section of the statement of the companion of the section of the companion of the statement of the companion of the section of

PAULETTE'S IN TOWN

Paulette Goddard, who slipped into New York Monday (12), will have to be in Hollywood early in January, plans of Charlie Chaplin being to start her then as star in first of the two pictures he is scheduled the two pictures he is scheduled make for United Artists release

While Chaplin will personally pro-duce both pictures, he will appear in

Ex-Critic Writing Mag Yarn on Garnett's Trip

Tay Garnett's eight months world

Tay Garnett's eight months world cruise on his yacht will be a serial story in Vogue magazine, written by Thornton Delehanty, ex-N. Y. Post film critic, who has been scripting for Garnett recently. Latter, meantime, is slated to direct two pictures for 20th Century-Fox, the first being Darryl. Zanuck's personal production, The Last Slaver. The Company of the Compa

Test Case Appeal From \$265,000 Sam Katz Award Vs. Par

The U. S. Circuit Court of Appeals, N. Y., will be asked to decide the question whether an employer has the right to discharge an employe without compensation for the duration of his contract. The decision will have particular effect on the film index particular effect on the film index particular effect on the film index particular effect on the film of the end of the film o

C. B. DE MILLE STAYS AT PAR FOR ANOTHER PIC

Hollywood, Oct. 13.
Paramount budget allotment for a C. B. De Mille picture indicates the producer-director remains at the studio for at least one more picture. Reported he would wash up after completing The Plainsman' and produce independently.

New De Mille opus unannounced. with Jeanie MacPherson scripting under cover. 'Samson and Delllah', first slated, is now definitely shelved.

Accountancy Ordered In Hilles' Suit Vs. Par

Federal Judge Alfred C. Coxe has Federal Judge Alfred C. Coxe has directed the trustees of Paramount-Publix to employ the firm of Barrow, Wade, Guthric & Co. as special accountants in connection with the action brought by Charles D. Hilles, trustee, against former directors of Paramount.

This order revives, interest in an

Paramount.
This order revives, interest in an action brought in 1933 by Hilles to recover shares valued at the time at \$12,090,090 from former directors of Paramount-Publix, and is, in line with reorganization proceedings. The present order stipulated that the accountants fees. must not exceed present or countants' \$30,000.

EXCHANGE PLAN COMES UP AGAIN

Central Shipping of Prints It's Akin to an Express Service - Would Stagger Peak Loads for Certain Film Companies

MAY TEST IN PHILLY

A system of Cor solidated Distribution, or an operating company that would service any number of com-panies, is being mulled by some industry leaders with at least one com-pany reported interested enough to consider the plan on a trial basis in

panies, is-being mulled—be come in clustry leaders with at least come in pany reported interested enough to consider the plan on a trial basis in several key cities.

In many respects, the fundamental operating arrangement resembles that of an express company in handling, shipments in that the service would include warehousing, inspection and shipping of prints, and accessories at a flat fee. It also is like the operations of an express firm because ona or several film companies can be served.

The economy wrapped up in the plan is its chief talking point. It's claimed that it would, enable distinctions and sell oyed the service would be the company that would be turned over to one consolidated distributing company that would be turned over to one consolidated distribution would be tree to move his sales crew to another location and repeat the process. The single distributing company then could carry on the full 52 weeks in furnishing all necessary prints to account sold.

Economy Move, Strictly
Whole Scheme is medicated or

Economy Move, Strictly

52 weeks in furnishing all necessary prints to account sold.

Economy Move, Strictly
Whole scheme is predicated on so-called flaws in the present working arrangement which finds nine exchanges or more in all key cities maintaining a sufficiently large enough staft to handle the peak load of each individual company. This top load comes only once or twice a week for each company, and occurs generally on different days considered the staff of the

Ptsbg. Theatres Adamant in Their Stand Against Musicians' Union

NEW AMPA PLATFORM

Going Out This Week-More Rigid Membership Rules

Membership Rules

Perfect harmony looms again in the ranks of the Association of Motion Picture Advertisers this week, following the vote of directors Friday (9) night to submit the new considerable of the organization to the full membership for approval. Members are expects to receive the new platform by mail this week; so that actual vote can be completed by the end of this month.

Aside from the constructive program outlined in this new platform, it is more rigid as to membership qualifications, confining voting members entirely to publicity and advertising men connected with the industry.

dustry.

Trade paper representatives are not barred from meetings or keeping in active touch with AMPA affairs. These newspaper men are taken care of through an associate membership. This allows them to attend AMPA sessions, participate in the affairs of the organization, but does not allow them a vote.

N. Y. Rialto's Title Switch to 'Sailor Beware' Ires Hays

Paramount's 'Lady' Be Caretul,' done from the stage farce, 'Sailor Beware' started something (Friday, (9) around the Rialto theatre, N. Y., where Arthur Mayer, managing director of that house, had it billed on the marquee under its original title for its New York first run. Hays office went into action promptly with threat of an injunction restraining the use of that title, and the billing was changed in late afternoon after it had served to garner an unusually large matinee patronage.

the oning was changed in late arternon after it had served to garner an unusually large matinee patronage and the serven in the serven in the serven rights to the somewhat bawdy farce prior to the injection of the League of Decency into the censorship matter. The Hays office disapproved the use of the material when the question of screen production came up, but in view of the heavy investment (\$72,500) approved the last of a number of treatments submitted, with provise the picture be given a new title and that no mention of the source be made on the screen credits nor in the advertising—a condition to which Paramount scrupulously adheres. However Mayer ilgured that the original title would bring more money to his house than 'Lady Be Careful,' and he not only used that the original title would bring more money to his house than 'Lady Be Careful,' and he not only used that the picture by its stage handle and ran into the title used by Paramount. The Paramount credits were sans reference, the allusion being carried only in the first few feet of the special title. Arthur Mayer's name and that of the Railto were both included in this section of the print.

Sisk Produces 'Lightly'

Hollywood, Oct. 13.
Robert Sisk will produce Once
Over Lightly at RKO.
Nat Perrin is writing screen play
which will feature Fred Stone.

tained. The operating company would follow much the same procedure as followed at present in reporting necessity for replacement. Understood that it would be possible to offer several classes of service, permitting actual inspection or certain other details to remain as is at the current time.

Objections

**Some similar plan was considered by a number of major companies about three years ago when distributors sought some means of economizing during the depression.

Objections

**Much elacture Fred Stone. which will feature Fred Stone.

**Initiatives, who feared the proposition might break up the offeial identity of the sales and servicing or senization, have been completely everyone in the recently reviewed in the recently revised by a number of major companies as the same that th

Pittsburgh, Oct. 13.

Although no overtures have been made in last few weeks to clear ex-isting impasse between WB's deluxer,

made in last few weeks to clear existing impass between WB's deluxer, Stanley, and the musicians' union, feeling exists here that negotiations will be resumed shortly after first or next month. At that time Penn the clean the control of the standard of the clean under control of the control

has been operating under that pollcy since then.

With upped price scale, house has been doing well enough with flickers only. Gross of \$45,000 in two weeks with Anthony Adverse was a blow to musicians' hopes, and has given under the control of t

ently refused to grant.

At same time Penn Federal Corp. At same time Penn Federal Corp.
here, majority holders of Penn's preferred stock, is going ahead rounding
up securities for a one-lot-two conversion agreement set up by Loew's.
This is expected to be completed by
Nov. 1, and under new set-up Loew's.
guarantees dividends for next five
years and resumes control of house.
Stanley felt there was no point in a
local ownership, due to Pittsburgh
owners' lack of buying rower, but
forthcoming set-up may alter outlook
again.

again.
That's chiefly up to musicians, however. If they reach an agreement with theatre managers again, the pool is practically a certainty. If they don't, both Penn and Stanley will operate independently in direct competition with straight pictures.

Legit House Also

Legit House Also

Musicians are also battling here with Nixon, legit's lone legit site. Although house opened fortnight ago, no agreement for this season has yet been reached, and management is still dicitoring on a deal. Union, also demanding number of guaranteed weeks from Nixon, and legit house feels it should employ pit boys only when necessary and not for small, initimate attractions.

Opening show, 'And Stars Remain', played without any pit ork, although boys were on hand last week and the star of t

Menjou's Producer Role

Hollywood, Oct. 13.

Adolphe Menjou has been signed by David O, Selznick to play part of producer in Selznick-International's Technicolor picture A Star Is Born. William A. Wellman directs. Janet Gaynor and Fredric March will be co-starred.

Exclusive Coast Alibi—Oct. Heat— But 'Big B'dcast' Clicks Big \$24,000; 'Lady' Hot, Too, 29G; 'R & J' Droops

Los Angeles, Oct. 13:

(Besi Exploitation: State-Chinese). Unseasonable hot spell that hit town last midweek dien't help trade to be a sense of the control of the control

(RKO) and Stepin Fetchit, on stage, neat.\$11,000 (an) (2,700; 30-40-55)—Swins Time (RKO) and "Second Wife" (RKO) dual (3d week). Expected holdover trade on third stanza didn't materialize, with preview failing to help much; weak \$5,700. Second trade on the stanza didn't materialize, with preview failing to help much; weak \$5,700. Second trade of the stanza of the

venture in Mannattan (1917) size with very wear know (Part), \$14,200.

Wikko (2.55); 30-40-55)—Swing Time' (RiKO) and Scoond Wife' (RiKO) dual (3d week). Although the Fred Astaire-Ginger Rogers film continued to outdraw same opus in to around \$8,200, but still profitable. Preview Sunday night helped. Second week \$11,000, plenty oke.

State (Goew-Fox) (2,024, 30-40-58). The state of the state of the state (Goew-Fox) (2,024, 30-40-58). The state of t

'Swing' \$5,400; Hamrick Sews Up Tacoma Loop

Tacoma, Oct. 13.

Tacoma, Oct. 13.

(Best Exploitation: Kosy)
Two more theatres join the Hamrick-Edris fold downtown, making Moore's Rialto the only house not affiliated. Both new houses are first run, under this operation; Beverly: 500 seats, and Riviers, 750 seats, Ned 100 seats,

Estimates for This Week Beverly (Hamrick) (500; 27-37)— Gorgeous Hussy (MGM) (2d run).

Bewerty (Hamrick) (600; 27-37)—
Gorgeous Heimers, (MGM) (2d run).
Okay \$1,000.
Blue Mouse (Hamrick) (750; 18-27)
—Earthworm Tractors' (WB) and
Bride Walks Out' (WB) (2d runs).
Last week (King of Mounted (20th) and
Surger, \$2,200.
Music Box (Hamrick) (1,400; 2737)—Ramona' (UA) and Walking-on
Air' (RKO), dual. Some Roxy overflow included in big \$4,400. Last
week 'Dormitory' (20th) and Star for
Rathe (Moore) (1,358; 16-27-37)—
General Died' (Par), Big here, too;
\$3,500. Last week 'Craig's Wife' (Col)
and 'Seven Sinners' (GB), \$2,300,
slow.

and 'Seven Sinners (LD), reports, slow.

Riviera (Hamrick) (700; 16-21-27)

-Hearts in Bondage (Rep) and 'Met in Taxt' (Col), dual Good \$1,100.

Law (Look) (Look)

CRAIGS WIFE, **VAUDE, \$15,500** IN WASH.

Washington, Oct. 13.

(Best Exploitation: Palace)
Things pretty quiet this week, with flock of good shows all doing nicely. His Brothers Wife is out in front by nice margin at the vaudfilm Capitolia to the control of the control of

Rangers et al. (22 ruln). More Sayou.

Seed. \$5,000.

Palace (Loew) (2,363; 25-35-60)—
Dodsworth '(UA). At \$17,000, good but below expectations. Last week Great Zigefeld' (MG) (2d week), Ralato (Indie) (1,100; 25-30-40-50)—
Thin Man' (MG) (revival). Nice \$2,500 for five days. Last week Climarron' (RKO) pulled because of bad print, but took oke \$700 in two days.

REGAN OPUS STARTS

Hollywood, Oct. 13.

Phil Regan, Evelyn, Venable and
William Newell have top spots in
Republie's 'Happy Go Lucky,' with
Aubrey Scotto directing.

Songs for the film were recorded
last week.

National 1st Runs

METRO

METRO

"Liheled Lady," Cap, Charlest'n, 14; State, Sy'cuse, 16; Col,
Reading, 16; Poli, Hartf'd, 16;
State, Prov, 46; State, NO, 16;
Loew's, L'ville, 16; State, Menphis, 17; Roosev'it, Des M, 22;
Valentine, Toledo, 23; Loew's,
Richm'nd, 23; State, St. L, 23;
Grand, Atlanta, 23; Cap, Salt
— Devil Is a Sissy, Grand, Dubuque, 14; Grand, Atlanta, 16;
Midland, K.C, 16; Sap, N. Y, 17

UNIVERSAL

UNIVERSAL

Midland, K.C. 16; Sap, N. Y. 17

UNIVERSAL

Postal Inspector, Lib. Otlandoma C, 21; Par, N. Haven, 23; Orph, Spokane, 28; State, Schenetady, Nov. 33, American, Butte, 12; Parkway, Madison, 19; Mayfair, St. John, N. B, 20; Yellowstane, Par, Denver, 17; American, Butte, 18; Orph, Des M, 20; Centre, Ottawa, 22; Empire, Mobile, 25; Lafayette, Buff, 29; Cap, Otlahoma C, Nov. 11; Two in a Crowd, Garrick, 19th, Spokane, 21.

"Two in a Crowd, Garrick, Otlahoma C, Nov. 18; Albee, Prov. 16; Cap, Otlahoma C, Nov. 10; Albee, Prov. 16; Cap, Otlahoma C, 22; Orph, Spokane, 23; Lafayette, Buff, 29; Corph, Wichiat, Nov. 7; Kenf, Grand Rapidis, 10.

May Man Godfrey, Strandom, Nov. 17; Kenf, Grand Rapidis, 10.

"Magnificent Brute, Egyptian, Ogden, 14; Pantages' Hill St, Auther, Nov. 18; Crown, Mobile, 18; Centre, Ottawa, 22; Grand, Columb's, 15; Crown, Mobile, 18; Centre, Ottawa, 22; Grand, Columb's, 21; American, Butte, 25; Jayhawk, Topeka, Nov. 4; Kimo Abuquerque, 11.

"Sea Spollers, Raito, Charlesten, 124; Riviera, 124; Lib, Oklahoma C, Kov. 18.

Warner Bros.

WARNER BROS.

WARNER BROS.

'Cain and Mabel,' Cent, Rochester, 15; Strand, Hart'd, 15; Met, Honston, 16; Mich, Det, 16; Boyd, Philly, 16; State, Wash, 16; Warner, Mwauke, 16; Stanley, A.C. 16; Albee, Cincy, 16; Strand, N.Y., 16; Denver, Deniver, 16.

UNITED ARTISTS

UNITED ARTISTS

'Gay Desperado.' Eckel, Sycue, 16; Lib, Seattle, 16; Fox,
Phoenix, 16; Orph, N.O. 22;
Broad, Columb's, 22; Albee,
Prov. 23; New, Baito, 30; Park,
Tampa, Nov.
3; Bodsworth, State, Miami, 14;
Pal, Montreal, 16; Warner,
M'waukee, 23.

PARAMOUNT

Valiant Is Word for Carrie, Par, S.F., 22; UA, Det, 22; Chi, Chi, 23; Newman, K.C., 30; Den-ham, Denver, 30; Minn, MpIs,

Chi, asi, Newman, A.C., No. Mam, Denver, 36; Minn, Mpis, 30.

*Lady Be Careful, Missouri, St.L., 16; Orient'l, Chi, 30.

*Three Married Mon, Uptown, K.C., 16; Missouri, St. L., 16; Orph, Seattle, 16.

*Big Broadeast, Newman, K.C., 16; Denham, Denver, 16 & 23; Fox, S.F., 16; Minn, Mpis, 16.

*Wives Newer Know, Orph, St.L., 16; Orph, Seattle, 23.

SWEET \$15,000 FOR BROADCAST' IN K. C

Kansas City, Oct. 13,

Kansas City, Oct. 13.

(Best Exploitation: Midland)

Better takes in sight currently,
with the heavy elbowing at the Mainstreet. Pic is 'Big Broadcast'. Opening was off due to bad weather, but
b. o. picked up and picture is garnering a sweet \$15,000.

New fall radio shows have undoubtedly taken a few whacks at pic grosses, but situation is reversed this week with Mainstreet cashing in nicely on the Benny ether popular-

ity.

Newman's 'Ladies in Love' is doing fine mat biz and is catching \$12,000. House used plenty of extra newspaper space, turning out some excellent displays.

lient displays.

This week finds Midland with a dual bill, 'Craig's Wife' and 'Adventure in Manhattan,' and isn't pulling any punches in the merchandising dept. Bally included 1000 heralds, of the beautiful of

Estimates for This Week Mainstreet (RKO) (3,200; 25-40)— 'Big Broadcast' (Par). Fine week at \$15,000. Last week 'General Died' (Par), fair, \$9,500.

Midland (Loew) (4,000; 25-40)— 'Craig's Wife' (Col) and 'Adventure

Boles in Person (\$23,000) Doing Better Than 'Craig' on Screen (\$7,000) in Mpls.

'B'cast' \$8,500, 'Baby' 5G Plenty Music in N. Haven

New Haven, Oct. 13. (Best Exploitation: College)

Rest Exploitation: College)

Plenty music in town this week, both in pix and cash registers. 'Sing, Baby' and 'Big Broadcast' are probable holdovers. 'Ramona' getting raves on beauty of film, but slim

able notoovers. Ammons getung reaching most of the pearly of film, but slim College put over its heftiest campaign in weeks for Baby. House landed a flock of gratis news space, running from chatter column stiff to a seven-column cartoon strip. Bill Vale-Cornell newsreel clip. Contests on photos of, stars to be identified drew 2,000 entries. Radio talent contest gave music school scholarship. Dairy tieup gave oakleyst Music angle plugged highly with a taging usher. Special electric sign planted at busy corner and campaign was topped off with a parade opening night.

Estimates for This Week

Estimates for This Week

Estimates for This Week
Calters (Loew) (1555; 25-40)—
'Sing, Baby' (20th) and 'Blackmailer'
(Col). Headed for \$5.200, heavy at
this scale. Last week 'Swing Time'
(Radio) (2d week), good but not too
good at \$3,800 on 35-50 scale.
Paramount (M&P) (2.348; 35-50)—
Big Brodecst' keep and 'Blaiffe Presterit' (Par) and 'High Tension' (20th),
oke, \$5,900.
Poli (Loew) (3,040: 35-50)—Ra-

oke, \$5,900.

Poli (Loew) (3,040; 35-50)—'Ra-mona' (20th) and 'Star For Night' (20th). House trying to hypo bill by plugging Benchley's 'How To Vote' short. Not so good, \$7,300.

Vote' short. Not so good, \$7,300.

Roger, Sherman (WB) (2,200; 35-50)—Cain and Mabel' (WB) and Bengal Tiger' (WB). Hitting the chutes to so-so \$5,000. Last week 'Your Heart' (WB) and 'East Meets West (GB), nice, \$6,200.

BALTIMORE OKE **DESPITE LEGIT OPPOSISH**

Baltimore, Oct. 13. (Best Exploitation: Stanley)

(Best Exploitation: Stanley)
Two legit shows, Great Waltz
Two legit shows, Great Waltz
And Shawe from the filmeries this week,
but three spots doing excellent biz.
Tiblede Lady' is getting consistent
trade at the Century for a crackerjack \$44,000. Vauddim Hipp his
vaude and Craigs Wife. Stanley is
building strongly with 'Give Me
Your Heart' and may better \$7,500.
Of the publicity campaigns, Toby
Joyce's for Give Me Your Heart' at
space for the Cosmo release in
Hearst rags. Ted Rouston of Hipp
ran Joyce to a whisker finish with a
very diversified ballyhoo.
Estimates for This Week

Estimates for This Week

Estimates for This Week
Century (Loow) (3,800; 15-25-3540-55)—Libeled Lady' (MG). Heysy \$14,000. Last week Dodsworth
(I/A) slipped slightly last days to
\$1,300, but \$101 good.
Hippodrome (Happaport) (2,300;
32-53-54-05-66)—Craafy's Wife'
(Col) and vaude headed by Comrathianth. Swell \$14,500. Last week
\$1,000 and vaude headed by Company (1,000) and vaude headed by Company (1,000). The company (1,000) and vaude headed by Company (1,000). Last week
\$1,000 and vaude headed by Company (1,000). Last week
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Minineapolis, Oct 13.

(Best Exploitation, Mininesola)
This is consultation, and the person at one theatronan at one theatronan the person at one theatronan at one at

record opening attendance of \$4,00.
Practically all houses held em out Saturday night and most of Sunday.
Minnesota, in particular, got off Minnesota plugged hard for Boleq, using advance trailers on screens of 19 out-of-town Publix theatres as well as in Twin City suburban houses, had special radio tie-ups boards were not available, had a fashion tie-up with a department store that netted newspaper advertising gratis and a store window displayed to the second of the second control of the second contr

week 'Gorgeous Hussy' (MG), \$3,-200, good.
World (Steffes) (350: 25-35-46-50)
—Godfrey' (U) (2d, week). Still going strong at \$2,800. Last week \$3,-200, big.

'TAXI' WITH ERROLL UNIT \$6,500, PORTL'D

40-55)—Libeled Lady' (MG). Herhely \$14,000. Last week Dodsworth 191,000. Last week Dodsworth 191,000. Last week Stillago but still good 191,000. Last week Stillago but still good 191,000. Last week Stillago but still good 191,000. Last week Stillago but stillago bu

Pinked 'Heart' Gets Femmes and \$33,000 for Chi; Libeled' Opens at Sock \$29,000, 'Ramona's' 13G Start

Chicago, Oct. 13.
(Best Exploitation: United Artists) Flock of new flickers in town, and couple are showing real strength.

One of the rare 'pink' pictures is

One of the rare 'pink' pictures is on display for adults only at the Chicago. 'Give Me Your Heart' was originally rejected by the censors, but on a rescreening got through with a no-minors-allowed permit. It's upping the take at the big house ** 23 200.

to \$33,000.

After five weeks of 'Swing Time,' the Palace has a new entry. Two in Crowd.' and a stage unit, adding up to pretty good biz at \$20,000. United Artists was forced to push out 'Hussy' despite good biz in order to make room for 'Libeled Lady' which opened on Saturday (10) and which is being rushed for 'Dodswich and the property of the pro

no a smash \$29,000. 'Ramona' opened at the Roosevell Saturday also, replacing 'Last of Mohicans.'

Estimates for This Week.

Apollo (B&K) (1,200; 25-35-55)—'Adverse' (WB) (2d week). Nearly \$6,000 currently after nifty \$8,300 last week 'Floral Continuing Saturday (1,200; 25-55)—'Your Heart' (WB) and stage show. 'Pinked' flicker corrolling the femmes. Better than \$32,000. Last week 'Florally Jim'. (MG), mediored and the stage of the femmes. Better than \$32,000. Last week 'Florally Jim'. (MG), mediored and the stage of the

\$15.100.

United Artists (B&K-UA) (1.700;
S5-45-75) — Tabeled Lady' (MC)
Heading to nearly \$29,000, honey of a
mark, for initial ramble. May stick
but is under pressure from 'Dodsworth' (UA), which is speking early
opening. Last week' "Hussy' (MG)
finished third stanza to \$13,200.
pleasant.

Church Film Brooklyn Opposish; 'Zieggy' 25G Brooklyn, Oct. 13. (Best Exploitation: Met)

(Rest Exploitation: Met)
Spectacular array of flickers this
week in downtown sector with Met,
Paramount, and Albee drawing majority throngs. Met with 'Great Ziegfed' is getting \$25,000 for first week.
Paramount with 'General Died at
Dawn is nabbing fine \$19,000 and
Dawn is nabbing fine \$19,000 and
State Only of the State of

\$18,000. Nean Leadiery for fice \$18,000. Problem frooklyn is getting opposition, from religious cuarters by showing of 'Cloistered.' Picture, taken with the Pope's nermission, is with the pope's nermission, is the pope of the problem of the probl

Estimates for This Week

Albey (3,400; 25-35-30)—'My Man Godfree (3,400; 25-35-30)—'My Man Godfree (3,400; 25-35-30)—'My Man Godfree (3,400; 25-35-30)—'Read (3,400; 25-35-30)—'Texas Ranger (Par) and You't Turn 'Em Loose' (RKO), \$47.000, satisfactory, Fox (4,900; 25-35-50)—'Texas Rangers (Par) and 'Alibi for Murder' (3,400; 25-35-30)—'Texas Rangers (Par) and 'Alibi for Murder' (3,400; 25-35-30)—'Great Zieg-fold (MGM). Fine \$25,000 and hold-fold (MGM). Fine \$25,000 and hold-fold (MGM). Fine \$25,000 and hold-fold (MGM). The \$25,000 and hold-fold (MGM). The \$25,000 and hold-fold (MGM). The \$25,000 and hold-fold (MGM). Fine \$25,000 and hold

FOR FEMMES ONLY

Only One Show for Male Appeal in Lincoln-'Mary of Scot,' \$3,000

Lincoln, Oct. 13.

Lincohn—Mary of Scot., \$5,000 and Lincohn, Oct. 13.

(Best Exploitation: Lincohn)
This is women's week in this town, and the only fare for the gents its the girl show on the Orpheum stage. Tops in money popularity in the early running is Mary of Scotland, with national ads and costume displays in downtown windows.

Football team went out of town on the weekend to Minneapolis and took the stage of the stag

'Midsummer Dream' Oke At \$4,500, 'Ladies' 7G, 'Devil' \$6,000, Denver

Denver, Oct. 13.

(Best Exploitation: Denham)

Ladies in Love and Midsummer Night's Dream' are doing good businessed to be a second of the control of the co

ing games at hight, but with the coming of pooler weather switches. Exhibitation tops goes again to the Denham, with its \$3,000 cash of-fering, in two installments. Huffman happens to be in the rear with \$900, a Ford, and an all-excense round trip to Chicago aboard with the control of the children of

present for all three cash prizes.

Estimates for This Week
Aladdin (Huffman) (1,500; 25-40)500 Midsummer Deream (WB)600 Midsum (MB)600 M

big.

Denvcr (Huffman) (2.500; 25-40-50)—Ladies in Love' (20th). Good \$7,000 and moves to Aladdin for second week. Last week 'Stage Struck' (FN) okay at \$7,000 in five

'Rangers' Takes Lead

At \$7,300 in B'ham

Birmingham, Oct. 13.—

(Best Exploitation: Alabama)

Texas Rangers; thanks to a good campaign, looks good at \$7,300 this week.

exploitation: here were stomers on taxicabs increased newspaper ads, and a few other stunts. Best campaign of any house in several weeks.

Estimates for This Week

Alabama (Wilby-Kincey) (\$2,200; 30-5-40) **Texas Rangers' (Far).

(MG), \$6,900, okay.

Empire (Acme) (1,100; 25)—(Give My Life' (Par). Nothing out of ordinary at \$2,200. Last week 'Walking on Air' (RKO) not so good at \$2,200.

Strand (Wilby-Kincey) (800; 25)—(Chan at Track' (20th). A little better than last week but still far from good at \$1,000. Last week 'King of Mounted' (20th), \$1,400, 80-30.

'Dimples'-Heidt \$24,000. Detroit: 'B'dcast' \$27,000

Best Explaitation: Fex)
Auto planes picking up again, and outlook planes picking up again, and could be a season. Did oke first planes are planes as a season. Did oke first planes are planes as a season. Did oke first planes are planes as a season planes as a season planes are planes as a season planes as

FOX-W.C. BANKRUPTCY APPEAL: MANY CHARGES

Los Angeles, Oct. 13.
Criminal conspiracy, fraud and gross, errors by court are charged by Attorney William Noblett against Fox-West Coast, referees in bankruptcy, and members of the circuit's legal department, according to a brief filed today (Tuesday) with U. S. District Court in an appeal to set aside the F-WC bankruptcy adjudication.

Appearing on balance

cation

Appearing on behalf of T. L. Tally
and Cobnt Corn., creditors of the
defunct circuit, the brief holds Judge
James Fee erred in dismissing the
petition for lack of jurisdiction, and
that the court allegedly committed
abuse of its discretion by refusing
to allow the petitioners to file a proposed amended petition.

It further claimed the court ordered stricten out certain allenations (I/A) and 'Kelly Second' (MG). Struck' (FN) okay at \$7,000 in nve | James Fee erreu in uninomic at \$12,000, cks., 255.50) — "General davs. or "Debum (RKO) (2.600 - 28.35.40) petition for lack of the court of the c

gers' Takes Lead At \$7,300 in B'ham B'way Discovers Columbus Day's A Big Help: 'Desperado' Gay 95G; 'Dimples'-'Carrie' 55-40G, All Hold

(Best Exploitation: Roxy)

Cool fall weather and the Columbus Day holiday Monday (12) put extra pep into Broadway box offices this week, counteracting the deficits normal business suffers from foot-ball, racing, and strong public interest in the political campaigns. The est in the political campaigns. The latter is unquestionably keeping some people out of theatres, but ac-tivity at the leading ticket windows is brisk just the same. A more no-ticeable loss may occur a week or

is brisk just the same. A more noticeable loss may occur a week or ticeable loss may occur a week or the control of the period of the control of the control of the control of the period o

mome is pretty good with a poke of \$5,000. The intelle Ribin is pitching \$10,000. The intelle Ribin is pitching in \$10,000. The intellection is pitching in \$10,000. The last week at the Capitol, where it has attracted unusually good support. The last week will be around \$28,000, for a total on the four weeks turn at tops total on the four weeks turn at tops 10 total on the four weeks turn at tops 10 total on the four weeks turn at tops 10 total on the four weeks turn at tops 10 total on the four weeks turn at tops 10 total on the four weeks the four bods, worth, ending last night (Tues.) and amounting to \$30,000 propels it thou a fourth at the smaller Rivore from Twentieth-Fox as its neat. Ladies set to make its bow Wednesday (21), may be set back, with Dodsy going a fifth week. The picture is the best of the four the f

Estimates for This Week

Estimates for This Week
Astor (1,012; 55-\$1,10-\$1,85-\$2.20)—
Romeo' (MG) (8th week). Last week
(7th) take was \$12,500. This is a dip
of \$2,100 under the prior week's \$14600, but still making good money and
no closing notice as yet scheduled.
The advance sale now stands at
around \$5,000.

at \$10,000. Last week 'Two in Crowd' usual companion feature and strong (U) (1st run) and 'Thank You, Jeeves' (20th) (1st run), coupled, ditto

ditto.

Paramount (3,684; 25:35:55:85)—
Carrie' (Par) and, in pit, Erric Madriguera orchestra, John Steel and Maxine Gray. First seven days up last night (Tues.) a healthy \$40,000, second week starting loday (Wed.). Last week, second for Tex Rangers, tra, \$22,000. High Bronderst (Par) and Clyde Lucas band comes in Wednesday (21).

Radio City Music Hall (5,989: 40.

Wednesday (21).

Radio City Musio Hali (5,989; 40-60-85-99-\$1,85) — 'G a y Desperado' (UA) and stage show. Nino Martini musical wending its way speedily to a touchdown, \$\$5,000 or close to it, and holds a second week. Picture received a tremendous play over the (Col) mished fairty well, \$75,000.

(Co)) śnished fairly well. 578,000. Riatie (750; 25-40-55)—Lady Be Caretul' (Par). Coetly transcription of the zippy play hit of a couple seasons back, 'Sailor Beware,' doing good here, maybe \$8,000. Last week Kelly the Second' (MG), \$7,000. Rivoii (2,092; 25-35-75-85-99)—Dodsworth' (UA). (3d. week). Holding its own well against plenty of opposition, \$30,000 trickling in on the third week, ending last night (Tues.), fifth, to be replaced next Wednesday (28) by Ladies in Love' (20th). Second week for 'Dodsy' was \$35,500. Royy (5,388; 25-45-575)—Dime Royy (5,388; 25-45-575)—Dime

ond week for 'Dodgy' was \$35,500.

Rovy (5,88): 25-45-57,50-Dimples' (20th) and stage show. A natural for the kids over the three-day school boliday, and may reach to \$55,000, smashy. Goes a second and \$55,000, smashy. Goes a second and Cuern' (GB) got \$20,500, olkay.

Strand (2,767; 40-44-55-99)-Midded, summer Nights' Dream' (WB) (2d-final week). Tooks this side of \$20,-000 on its second-dinal week. First seven days was \$28,200. Cain and seven days was \$28,200. Cain and State (3,45): 33-55-75-Pangers' State (3,45): 33-55-75-Pangers' (3,500).

morning (17), State (3,450; 35-55-75)—Rangers' (Par') and vaude headed by Vic Oli-ver and Sarah Churchill. Business good, around \$25,000. Last week Last of Mohicans' (UA) and George Hall orchestra, \$27,000.

'SHE SHALL' AND VAUDE GET \$4,400 IN SEATTLE

Seattle, Oct. 13, (Best Expioitation: Palomar) Business generally strong this reek.

week.

Best exploitation at Palomar, for She Shall Have Music, due to local man, Al Hofman, writing the songs, making it a natural for special hally at the music stores; also story in Star with picture of Hoffman's sister, who lives here.

Estimates for This Week.

Estimates for This Week
Blue Mouse (Hamrick) (900, 27-37-42)—General Died' (Far) and
Women Are Trouble' (MGM), dual
(2d run). Repeat-combo big; \$3,800,
Last week 'Dormitory' (20th) and
'American Wife' (Par), dual, \$3,800,
good.

good.
Collseum (Evergreen) (1.800; 2132)—"Poor Little Rich Girl' (20th)
and 'High Tenslon' (20th), dual,
Fine at \$4.300. Last week 'To Mary'
(20th), dual,
Fine at \$4.300. Last week 'To Mary'
(20th), dual,
coll of the state o

\$12,000.

Liberty (J-VH) (1,900; 16-27-37)—
'Alibi for Murder' (Col) and 'Down-Stretch' (FN), dual. 'Sudio preview' to be added Thursday night, for the color of the color of

are acvance sale now stands at around \$5,000. Capitol (4,620; 25-35-55-85-\$1,25) — Capitol (4,620; 25-35-55-85-\$1,25) — Capitol (4,620; 25-35-55-85-\$1,25) — Capitol (4,620; 25-35-55-85-\$1,25) — Capitol (4,620; 25-55-55-85-\$1,25) — Criterion (1,682; 25-55-58-\$1,25) — Criterion (1,682; 25-55-58-\$1,25) — Criterion (1,682; 25-55-85-\$1,25) — Criterion (1,682; 25-55-58-\$1,25) — Criterion (1,682; 25-55-85-\$1,25) — Criterion (1,682; 25-55-85-\$1,25) — Criterion (1,682; 25-55-55-85-\$1,25) — Criterion (1,682; 25-55-55-85-\$1,25) — Criterion (1,682; 25-55-55-85-\$1,25) — Criterion (1,682; 25-55-55-85-\$1,25) — Criterion (1,682; 25-55-85-\$1,25) — Criterion (1,682; 25-55-55-85-\$1,25) — Criterion (1,682; 25-55-55-85-\$1,25) — Criterion (1,682; 25-55-55-85-\$1,25) — Criterion (1,682; 25-55-55-85-\$1,25) — Criterion (1,682; 25-55-85-\$1,25) — Criterion (1,682; 25-55-55-85-\$1,25) — Criterion (1,682; 25-55-55-85-\$1,25) — Criterion (1,682; 25-55-55-85-\$1,25) — Criterion (1,682; 25-55-55-85-\$1,25) — Criterion (1,682; 25-55-85-\$1,25) — Criterion (1,682; 25-55-85-\$1,25)

\$18,500 IN CINCY FOR 'B'DCAST'

VARIETY

(Best Exploitation: Palace)

'Big Broadcast' is tops currently, for \$18,500 at the Palace. Close behind is 'Ladles in Love,' courting the state of t

a shade better than on Ladies in Love. Estimates for This Week

Albee (RKO) (3,300; 35-42)—
Ladies in Love (Fox.) Okay for \$11,500. State week Dodsworth \$1,500. Casy but below expectations. (RKO) (2,000; 35-42)—Dodsworth (RKO) (2,000; 35-42)—Dodsworth (RKO) (2,000; 35-42)—Dodsworth (RKO) (1,000; 15-25)—Taill Break (WB) and (5rand Jury' (RKO), split. Weell \$2,400. Last week (RMO) (200; 25-40)—State (RKO) (1,000; 25-40)—State (RKO) (1,000; 25-40)—Sect for some time. Grand Grand Jury' (RKO) (300; 25-40)—Cold Hutch (MKO) (2d run). At \$3,500. very good. Last week (Swing Kandon (1,000; 15-40)—Adventure in Manhattan (Col). Pleasing at \$5,000. very good. Last week (Swing Reith's (Libson) (1,500; 30-40)—Adventure in Manhattan (Col). Pleasing at \$5,000. test for week (1,000; 30-40)—Adventure in Manhattan (Col). Pleasing at \$5,000. test for \$6,000. test f

Pleasing at \$0,000. Last, ween Son-Hutch' (MGC), built steady to \$5,000. Hutch' (MGC), steady (MGC),

'Ziegfeld' \$20,000 at Pops, Newark; 'Sing' \$18,000 at Proctor's

Best Exploitation: Loew's)

'Great Ziegfeld, which played the
Street Ziegfeld, which played the
Street in the spring for four weeks
Street in the Spring for four weeks
Street in the Spring for four weeks
Loew's to the Spring for four
\$20,000. 'Sing, Baby, Sing,' at Proctor's, is drawing \$18,000.

Loew's took to sky advertising for
Ziegfeld' and a blimp with a huge
trailer swung low over the Holy
pageants in several department store
windows and extensive plunging
over WNEW, WAAT and WHBI are
helping considerably.

Estimates for This Week

windows and extensive plueging over WNEW, WAAT and WHBI are helping considerably.

Bestman and WHBI are helping considerably.

Estimates for This Week

Branford (WB) (2,936; 25-75).—
Godfrey (U) and 'Qelvet Claws' (WB). Held over for five days to \$7,000. Last week fine at \$15,000.

His Beother's WHC 2000 (1990).

His

Comparative Grosses for September

Total estimated grosses during September for towns and houses listed as previously reported weekly. Dates given are the closing days of the week,

NEW YORK

	Sept. 2	Sept. 10	Sept. 17	Sept. 24
MUSIC HALL (5,989; 40,50-85- 90-\$1.10-\$1.65)	Swing Time \$124,000 (Stage Show)	Swing \$124,000 (2d week)	Swing \$90,000 (3d week)	My Man Gedfrey \$100,000
High. \$134,800 Low. 44,000		N . 2		
ROXY (5,886; 25-40-55-75) High. \$173,850 Low. 5,200	Girls' Dormitory \$55,000 (Stage Show)	Dormitory \$49,600 (2d week)	Sing, Baby, Sing \$60,500	Sing \$45,000 (2d week)
PARA- MOUNT (3,664; 25-35-55, 85) High, \$103,000 Low. 8,606	To Mary— With Love \$36,500 (Lud Gluskin Orch.)	Gen. Died at Dawn \$55,000 (Shep Fields)	Gen. Died \$40,000 (Vincent Lopez Orch.) (2d week)	Gen. Died \$33,500 (Vincent Lopez Orch.) (3d week)
CAPITOL (4,620; 25-35-55- 85-\$1.25) High. \$110,400 Low, 7,000	Piccadilly Jim \$27,000	Gorgeous Hussy \$40,000	#ussy \$25,000 (2d week)	Great Ziegfeld \$48,000
STRAND (2,767; 40-65-09) High. \$81,200 Low. 5,000	Anthony Adverse \$50,000 (2d week)	Adverse \$35,000 (3d week)	Adverse \$25,000 (4th week)	Adverse \$35,000 (5th week) (10 days)

PROVIDENCE

Viete to a	Sept. 3	Sept 10	Sept. 17	Sept. 21
STATE (3,200; 30-40-55) High. \$29,000 Low. 2,500	Kelly the Second and Sworn Enemy \$8,200	Georgeous Hussy \$17,500	Hussy \$8,000 (2d week)	Great Ziegfeid \$23,500
MAJESTIC (2,200; 15-25-40) High, \$17,500 Low. 2,500	To Mary— With Love \$8,500	Anthony Adverse \$13,000	Girls' Dormitory and Back to Nature \$7,200	Read to Glery \$6,800
STRAND (2,200; 15-25-40) High. \$18,000 Low. 2,000	Forgotten Faces and Son Comes Home \$8,300	My American Wife and Secret Agent \$7,600	Texas Langers \$8,600	I'd Give My Life and 3 Married Men \$6,600
ALBEE (2,200; 15-25-40) High. \$20,000 Low. 1,900		Mary of Scotland and Walking on Air \$8 300	Swing Time \$13,000	Swing \$5,800 (2d week)

LOS ANGELES

	Sept. 3	Sche 10	Sept. 11	Sept. 42
DOWN- TOWN (1,800; 25-35-40) High, \$38,500 Low., 1,700	China Clipper \$8,400	China Clipper \$5,800 (6 days) (2d week)	Stage Struck and Down to the Sea \$8,300	Last of Mohicans and Sitting on Moon \$8,860
HOLLY	China Clipper \$8,600	Clipper \$5,600 (6 days) (2d week)	Stage Struck and Down to the Sea \$8,500	Last of Mohicans and Sitting on Moon \$8,700
PARA- MOUNT (3,5%; 30-40-55) High. \$57,200 Low., 5,606	Texas Rangers \$20,000 (Stage, Show)	Texas Rangers \$7,700 (4 days) (2d week)	Gen. Died at Dawn \$27,000 (10 days)	Hollywood Blvd, and They Met in Taxi \$11,400
STATE (2.024; 30-46-55) High, \$48,000 Low. 4,900	Road to Glory and Kelly the 2d \$16,760	Gorgeous Hussy and Pepper \$21,700	Hussy and Pepper \$13,000 (2d week)	Girls' Dormitory and Sworn Enemy \$15,760

WASHINGTON

	DCDG C	DCDM 10	GCPG A1	Sept. Ax
EARLE (2,424; 25-35-40- 60-70) High, \$27,000	Lang \$12,500 (Will Osborne	China Clipper \$18,000 (Bob Crosby	Anthony Adverse \$23,000	Nine Days a Queen \$14,000
Low., 6,000	Orch (Stage Show)	Orch.)	(Vaude Out)	57
CAPITOL: (3,424; 25-35-60) High, \$41,500	Sing, Baby,	Yours fer Asking	Last of the Mohlcans	Road to Glory \$23,000
Low. 11,000	\$22,000 (Britton Orch.) (Vaude)	\$17,000	\$17,000	
KEITH'S (1.830; 25-35-60) High. \$25,500 Low. 3,000	Walking on Air \$4,500	Swing Time \$20,000	Swing \$12,500 (2d week)	Swing \$8,000 (3d week)
PALACE (2,303; 25-35-60) High. \$32,000 Low. 6,000	Gorgeous Hussy \$28,000	Hussy \$15,000 (2d week)	Hussy \$10,500 (3d week)	Gen. Died at Dawn \$17,000
COLUMBIA (1,583; 25-40) High. \$19,000 Low 1,000	Poppy \$4,500 (2d run)	Piccadilly Jim \$5,000	Son Comes Home \$2,000	Chan at Race Track \$5,500

PHILADELPHIA

	Sept. 3	Sept. 10	Sept. 17	Sept. 24
ALDINE (1,300; 40-55-65) High. \$16,830 Low. 2,700	· ·	Last of Mohicans \$11,000	Mohicans \$6,500 (2d week)	Give Me Your Heart \$6,000 -
EARLE (2,000; 23-40-55)	Hoilywood Bivd.	Pepper \$14,500	Kelly the Second	Star for a Night
High. \$33,000 Low 10,500	\$12,500 (Ben Blue) (Vaude)	(Will Osborne Orch.)	\$13,000 (Bob Crosby Orch.)	\$15,500 (Leo Carrillo, Eleanor Holm, Art Jarrett)
FOX (3,900; 40-55-05) Righ, \$41,000 Low., 10,500	Yours for Asking \$15,000 (Jan Savit) (Vaude)	Piccadilly Jim \$18,500	Road to Glory \$19,500	Glory \$12,000 (2d week)
STANLEY (3,700; 40-55) High. \$48,000	Girls' Dormitory \$17,500	Swing Time \$26,000	Swing \$17,500 (2d week	Great Ziegfeld \$22,000

BROOKLYN

	Sept. 3	Sept. 10	Sept. 17	Sept. 24
FOX (4,000; 25-15-50) High. \$48,600 Low. 8,500	Shakedown and Ske-Devil Island \$11,500	Yours for Asking and Two-Fisted Gentleman \$11,500	,	Sworn Enemy and Love Begins at 20 \$12,000
ALBEE (3,400; 25-35-50) High. \$45,000 Low. 2,500	Read to Glory and Back to Nature \$12,500	To Mary— With Love and 36 Hours to Kill \$10,090	. # estan	Swing Time \$25,000
PARA- MOUNT (4,000; 25-35-50) High. \$57,800 Low. 4,000	Rhythm on Range and Return Sophie Lang \$14,000 (2d week)	China Clipper and I'd Give My Life \$15,000		Anthony Adverse \$27,500
METRO- POLITAN (3,400; 25-#5-50) High. \$39,660 Low. 10,606	His Brother's Wife and Women Are Trouble \$15,000	Brother's Wife and Women \$14,000 (2d week)		Gorgeous Hussy \$22,000
STRAND (2,000; 23-85-50) High \$28,500 Low 2,500	Crouching Beast and Forbidden Heaven \$4,500	Put on the Spot and Arlzona Raiders \$5,000	30 Mg	Yellowstone and Brilliant Marriage \$5,000

DENVER

	Sept. 3	Sept. IV	Sept. 17	Sept. 24
DENHAM (1,500; 25-35-40) High. \$16,000 Low. 1,700	Texas Rangers \$8,500	Texas Rangers and Hollywood Blyd. \$6,000 (Split week)	Lady Be Careful \$7,500 (Hollywood Follies Unit)	Gen. Died at Dawn \$8,500
DENVER (2,500; 25-35-50) High. \$27,700 Low. 3,000	Anthony Adverse \$12,500	My Man Godfrey \$9,000	Road to Glory \$8,500	Girls' Dormitory \$11,500 (Major Bowes Ams.)
ORPHEUM (2,000; 25-35-40) High, \$20,000 Low. 2,000	Mary of Scotland and Kelly the Second \$8,000 (9 days)	Swing Time \$10,500	Swing \$3,000 (4 days) (2d week)	Gorgeous Hussy \$11,000
PARA- MOUNT (2,000; 25-40) High. \$22,000 Low1,200	Chan at Race Track and Hot Money \$3,000	State Fair and 36 Hours to Kill \$1,200	Meet Nero Wolfe and Stampede \$2,500	Last of Mohicans and Le Gong \$4,500

BOSTON

	Sept. 3	Sept. 10	Sept. 17	Sept. 24
KEITH- MEMORIAL (2,000; 25-35-50) High. \$43,000 Low. 4,000	Mary of Scotland \$8,000 (6½ days) (4th week)	Swing Time \$37,700	Swing \$21,300 (2d week)	Swing \$12,000 (3d week)
STATE (3,200; 27-75-40- 50) High. \$29,000 Low. 2,000	Piccadilly Jim and Trapped by Television \$10,000 (2d week)	Last of Mohicans and Final Hour \$10,000	Gorgeous Hüssy \$15,000	Hussy \$8,500 (2d week)
METRO- POLITAN (4,200; 35-50-65) High, \$67,000	Road to Glory \$31,000 (Stage Show)	Gen. Died at Dawn \$25,000	Stage Struck \$17,400	Sing, Baby, Sing \$30,000 (Casa Loma

PORTLAND, ORE.

Sept. 3	Sept. 10	Sept. 17	Sept. 24
Piccadilly Jim and Return Jimmy Valentine \$4,300	My Man Godfrey \$8,400	Godfrey \$6,700 (2d week)	Godfrey \$4,400 (3d week)
Great Ziegfeld \$8,600	Ziegfeid \$5,600 (2d week)	(3d week)	Ziegfeld 1 33,800 (4th week)
Girls' Dormitory and Chan at Race Track	Texas Rangers and Second Wife \$7.600		Anthony Adverse \$9,000
	Plecadilly Jim and Return Jimmy Valentine \$4,300 Great Ziegfeld \$8,600 Girls' Dormitory and Chan at Race	Ficeadilly Jim Jim Jim Godfrey and Return Jimmy Valentine \$4,300 Great Zlegfeld \$5,600 Zd week) Girls' Dormitory and Chan at Race Second Wife	Piccadilly

KANSAS CITY

	JCDW 0	Scpu XV	Dobe It	Dept. Dr
MIDLAND (4,000; 25-40) High, \$35,100 Low. 5,100	Last of Mohicans \$11,000	Gorgeous Hussy \$19,700	Hussy \$9,700 (2d week)	Great Ziegfeld \$19,400
MAIN- STREET (3,200; 25-40) High, \$35,000 Low., 3,300	Anthony Adverse \$14,000	Swing Time \$16,000	My Man Godfrey \$14,000	Texas Rangers \$8,000
NEWMAN (1,000; 25-40) High. \$33,009 Low., 3,300	Bunker Beam and Son Comes Home \$3,500	My American Wife and Human Cargo \$5,200	\$7,000	My Man Godfrey \$6,800
UPTOWN (2,040; 25-40) High. \$11,000 Low 1,500	Follow Your Heart \$5,000	Road to Glory \$7,900	Seven Sinners and Peppor \$4,200	Return Sophic Lang and Two in a Crowd

TACOMA

		Sept. 3	Sept. 10	Sept. 17	Sept. 24
	MUSIC BOX	King Steps	Last of	So They	China Ciipper
	1,400; 16 27-87)		Mohicans	Married	and
	High. \$10,500	and	. and	and	Love Begins
ļI	ow., 1,100		Keliy (he	Chan at the	at 20
ı		Enemy's Wife		Race Track	\$3,900
ŧ		\$5,100	\$4,200	\$2,600	
١.		(8 days)		(6 days)	
1-	ROXY	Green	His Brother's	My Man	Godfrey
	1,300; 27-37-42)	Pastures	Wife	Godfrey	\$2,200
H	ligh. \$7,200	\$3,300	\$4,000	\$4,500	(2d week)
	9 000				

(Continued on page 13)

B'dcast'-Apollon Unit Lifts Boston Met To \$40,000; 'Adverse' \$30,000 in 2 Spots

Everybody's happy this week with b. o. product on the screens, a holiday (12) in the weekend, and rain in the sky to crimp outdoor sports attendance. Two midnight shows, at the Par and Scollay, also add in-

at the Par and Scollay, also add in-terest.

"Big Broadcast," with Dave Apollon on stage, is giving the Met a big litt and the combo is heaping up a take of \$40,000. "Anthony Adverse," doing solo at the Par and Fenway, is socko for about \$30,000 total.

and sufficient with the control of t

—Anthony Adverse (WB). Single and smissho here at \$1,000, best in a men Dream (WB) plessed with \$5,500.

Keith Memorlat (RKO) (2,900; 25-35-50)—W Man Godfrey (U) (2d week). About \$16,000 for second second

BRIT. BILL WITH BIG BALLY \$4,000, MONT'I

Montreal Oct 13 (Best Exploitation: His Majesty's)

(Best Exploitation: His Majesty's)
Imperiation: His Majesty's week
Monday (250es legit for a week
Monday (210es legit for a legit

Wife' (Col) and Met in a Taxi' (Col), Going along nicely for \$8,000. Last week Ramona' (20th) and
Back to Nature' (20th), good, \$6,500.
Clnema de Paris (France-Flim)
(600; 50)—Le Golent' and 'Coup de
Bourse', At \$2,500, very good. Last
week (8th), 'Meyerling, \$1,800.
St. Denis (France-Flim) (2,300;
St. Denis (France-Flim) (2,300;
St. Denis (France-Flim) (2,300;
Arthur (1,300) (1,300) (1,300) (1,300)
Mounder, Taking \$4,500 good, Last
Week T. 'Argent' and Le Souris
Bleu, \$3,500.

Cleve. Pic Biz: 'B'cast' \$23.500

Cleveland, Oct. 13.

(Best Exploitation: Hipp, State)
Closing of Great Lakes Exposition,
giving its 11,000 employees nothing
to do, is partly responsible of pepgiving its 11,000 employees nothing
to do, is partly responsible of pepgiven the period of the period of the period
dent theaters so much during its
110-day run, drawing mostly out-oftowners, it did split up the bize. of
State is cotching largest share of
the scrowding em in for a swell \$23,
500. 'Give Me Your Heart' is the
Falace's ticket booming femme trade
to \$15,500, as value is walk 15,
500. 'Give Me Your Heart' is the
Falace's ticket booming femme trade
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to compete

Estimates for This Week

aided student trade.

Estimates for This Week
Allen (RKO) (3,000; 25-40)—Magnificent Brute' (U). Unusually high
\$7,000. Last week 'East Meets West'
—Hipp (Warners) (3,700; 30-40)—Midshummor Dream' (WB). Heading
for handsome \$18,500. 'Road to
Glory' (20th) barely did an okay
\$1,500. (RKO) (3,00; 30-60)—
Your Heart' (WB) and vaude. Lattern on big enough to push flicker
further than \$19,500, but not bad.
Last week Yobic Sissle unit and
Raste (Loew's) (3,450; 35-40-55)—
Broadcast' (Par). Swiping The
cream \$22,500. Last week Texas
Rangers' (Par). \$16,500 and 22.

Great Ziegfeld' (Metro) (4th week).
Fine \$7,000 is nearly unprecedented, and is being shifted to another house
for a continuation. Last week bad weather cut it down to \$5,500.

BIG BALLY AND \$9,000 FOR 'ADVERSE.' OMAHA

Monday (12) and His Majesty's lights up with all-British show starting Friday (9) while six-day bike race at 13,000-seater Forum opening Sinday (11) makes crowded main face at 13,000-seater Forum opening Sinday (11) makes crowded main face at 13,000-seater Forum opening Sinday (11) makes crowded main face at 13,000-seater Forum opening Sinday (11) makes crowded main face with Gregous Hussy is topping to a strateging \$4,000, good. Palace with (30,000, seater in the state of the company of the state of the st

1st Runs on Broadway (Subject to Change)

Week of Oct. 16

Astor—"Romeo and Juliet'
(MG) (9th wk.),
Capitol—'Devil Is a Sissy'
(MG),
Criterion—'Ramona' (20th)

Criterion — Ramona (2d wk). Music Hall—'Gay Desperado' (UA) (2d wk). Paramount — 'Valiant, Word for Carrie' (Par) (2d wk). Rialto—'Longest Night'

(MG).

Rivoll — 'Dodsworth' (UA)
(4th wk).

Boxy — 'Dimples' (20th) (2d

wk).
Strand — Cain and Mak
(WB) (17).

Week of Oct. 23

Astor—Romeo and Juliet'
(MG) (10th wk).

Capitol—Libeled Lady'

(MG). Criterion-Follow Your

Criterion—'Follow Your Heart' (Rep) (21).

Music Hall—'Adventure in Manhattan' (Col) (22).

Paramount—'Big Broadcast of 1937' (Par) (21).

Rivoll—'Ladies in Love'
(20th). (zuth). **Boxy** — 'Magnificent Brute'
(U).

(U). Strand — 'Cain 'and Mabel' (WB) (2d wk).

Ladies in Love And Stage Show

\$24,000 and H. O. for 'Libeled Lady,' Philly; 'B'cast' \$16,000, 'Air' \$11,000

\$10,000. Last week Midsummer:
Dream (WB) and Back to Nature'
(20th) \$12,400, big.
Orpheum (F&M) (1,950; 25-35-55)
—Girl of Ozarks' (RKO) and 'Second Wife' (Par). At \$6,600, average.
Last week 'MLiss'. (RKO) and
Grand Jury (RKO), \$5,400, off.
Cold Louis (F&M) (1,950, 25-40)
—Cdt Louis (F&M) (2,950, 25-40)
—Cdt Louis (F&M) (2,950, 25-40)
—Cdt Louis (F&M) (2,950, 25-40)
—Very (F&M) (2,950, 25-40)
—Very (F&M) (2,950, 25-40)
—Standard (1,950, 25-40)
—Standard (1,950, 25-40)
—Cdt Louis (F&M) (2,950, 25-40)
—Standard (1,950, 25-40)
—Standard (1,

Bowes Ams With 'Wives' Get 20G For Buff, Buff.

Buffalo, Oct. 13.
(Best Exploitation: Buffalo)
Bowes ams got the Buffalo off to a
flying start. Standees over the week-

flying start. Standees over the week-end and holiday sent gross sky-rocketing to \$20,000. Increase in ad-mission scale to 55c. top is helping. Bowes unit gave the Buffalo op-portunity for neat exploitation. Chrysler and affiliates put a fleet of 50 bannered cars behind the cam-

And Stage Show

\$17,800 in St. L.

\$17,800 in St. L.

St. Louis, Oct. 13.

(Best Exploitation: Loew's)

Ambassador with stage show and Ladies in Love' is collecting the most cookies at \$17,800. Early higher than the cannot high the cookies at \$17,800. Early high the cookies at \$17,

Philadelphia, Oct. 13.

(Best Exploitation: Stanley)

Of four new films in the downtown
need four new films in the downtown
Theled Lady at the Fox. It's
getting \$24,000 and a single week
booking has been stretched to two,
with 'Cain and Mabe!' set to follow
Friday (16), going to the Stanley
labest among the remaining newcomers is 'Big Broadcast of 1937 at
the Stanley. It will hold for at least
a part of a second week on first
week's \$16,000. The stanley is the stanley of the stanley are to the stanley are to the stanley are to the stanley are to the stanley in the stanley are to the stanley are to the stanley in the stanley are to the stanley in the stanley are to the

the General Foods Exhibit at the Electric & Radio Show treatured.

All Residence of This West Control of the Co

DEVIL' \$15,000, NO SISSY IN PROVIDENCE

Providence Oct. 13.

(Best Exploitation: Locur's)
Loew's leads the field with 'Devil Is a Sissy,' on double bill, responsible for a nice \$15,000. Runnet-ing is 'Give Me Your Heart,' at the Majeria, also spetted on a touthe publicity boys, but Loew's outdistanced everyone else, mostly because of theatre's anniversary, from which sprang many neat tieups. Town plastered with routine stuff. Foor busitered with routine stuff. Foor busite

ifeart' is showing despite thorough exploitation by Bill Brown.

Estimates for This Week
Albse (RKO) (2,200; 15-25-40)—
Follow Your Heart' (Rep) and 'Don't Turn 'Em Loose' (Hadio). Rather lean at \$3,000. Last week Godfrey' (Yes) and 'Don't Turn 'Em Loose' (Hadio). Rather lean at \$3,000, Last week Godfrey' (Yes) and 'Colore' (2,000; 16-25-40)—Missing Girls' (Chest) and vaude. Close to \$4,500, fair. Last week 'Isle of Fury' (WB) up among the leaders at \$7,100, oke \$1,500, fair. Last week 'Isle of Fury' (WB), up among the leaders at \$7,100, oke \$1,500, fair. Last week 'Rost week 'Todsworth' (UA) and 'Met in Tax' (COI) recat \$1,500, swell. Last week 'Todsworth' (UA) and 'Met in Tax' (COI) recat \$1,500, swell. Last week 'Todsworth' (UA) and 'Met in Tax' (COI) see \$5,500. Last week 'Rost (Ub). Nice \$5,500. Last week 'Todsworth' (Rep). House went to town to sell Arliss picture via the newspapers, but response is only mid: \$0,000. Last week 'Wives Never Know (Par') and 'Last Be Carethil (Par', \$5,500, Lair.

2015. Plan for Pown N Y

20th's Plan for Roxy, N.Y. Hearing on Roxy theatre (N. Y.) reorganization plans before Federal Judge Francis Caffey has been put off until Oct. 23.

on until Oct. 23.

Leading plan is that of 20th
Century-Fox which will be presented through first mortgage bond-

Hollywood, Oct. 13.
RKO has borrowed Donald Woods from Warners for one of three top spots in 'Coast Patrol,' which Edward Small is producing with James Flood directing.
Victor Market

Victor McLaglen and Preston
Foster have other two toppers.

Frisco's Free Show

Shipwreck Copping Too Much Biz-'Ladies in Love' \$16,000—'Cain-Mabel' \$20,000

San Francisco, Oct. 13. (Best Exploitation: Warfield)

(Best Exploitation: Warfield)
Natives have are enjoying of the bigges here are enjoying the solution of the bigges here are enjoying the first day, the school department reporting an all-time high for truants. Warm weather also sent thousands to the opening day of horse racing at Tantoran, which encluded with and Tantoran, which encluded with and Tondsworth and Tondsworth and Tondsworth and the United Artists, respectively. The only ones hoping that the ship will stay on the rocks indefinitely are owners of concessions at the beach, the sale of hot dogs and hamburgers being terrific.

the sale of hot dogs and hamburgers being terrific. Exploitation campaign at Warfield for 'Ladies in Love' included distri-bution of window cards, heralds, co-pop ads, and large cut-outs of the femmes in store windows and thea-tre lobby.

Estimates for This Week Embassy (RKO-Cohen) (1,512; 30-35-40)—'Swing Time' (RKO) (5th week). Nice going at \$3,000 for final session. Last week (4th) 'good,

session. Last week (4th) good, \$4,000.
Fox (F-WC) (5,000; 25-35-40)—
Cain and Mabel' (WB) and 'Sworn Enemy' (MGM). Gable sending take to good \$20,000. Last week 'Dimbles' (20th) and 'Velvet Claws' (WB), \$18,000, fair.

Golden Gate (RKO) (2,856; 30-35-40)—Big Game' (RKO) and 10 acts of vaudeville. Getting football fans on this bill for \$15,000. Last week Don't Turn Em. Loose (RKO) and tage show, god, \$15,500. Last week O'pheum (CM, \$15,000. Last week CM, \$15,000. Last week CM, \$15,000. Last week CM, \$15,000. Last control (U) (5th week) Final week of excellent run gcared for \$45,00. Biz bolstered by several 'previews. Last week swell \$5,500.

Faramount (F-WC) (2,740: 30-35-40)—Gorgeous Hussy (MGM) and week). Pointing to \$12,500, which may not mean another week. Last week swell \$22,000.

\$5t. Francis (F-WC) (1,476; 30-35-

weer swell \$22,000.

\$f. Francis (F-WC) (1,470; 30-35-40)—Dimples' (20th) and 'Velvet Claws' (WB) (2nd run). Doing fair \$6,500. Last week Midsummer Night's Dream '(WB) a nightmare at less than \$5,000.

ress than \$5,000.

United Artists (UA-Cohen) (1,200, 25-40)—Dodsworth (UA). Too much competish from weather and ship catastrophe, but climbing to \$8,000. Last week Monicans (UA) miserable at \$5,000.

able at \$3,500.
Warfield (F-WC) (2,680; 35-40-55)
—Ladics in Love' (20th) and Murter with Pictures' (Par). Matinee trade strong on 'Ladies' Looks \$16,000, good. Last week (2d) 'Old Hutch' (MGM) and 'Nine Days Queen' (GB), fairish at \$8,000.

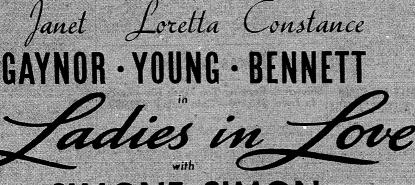
Here's to the Ladies!

They're the sensation of the nation! • Held over in both pre-release runs...BALTIMORE and ROCHESTER . SAN FRANCISCO opening tops "Sing, Baby, Sing," "Private Number," "In Old Kentucky." • Leads "Country Doctor" and "Sing, Baby, Sing" in OKLAHOMA CITY! • Smash DENVER business insures hold-over! • PITTS-BURGH opening days beat "Ramona," "Girls" Dormitory,""To Mary—with Love"

• Ahead of "To Mary," "Private Number." "Ramona" in SYRACUSE! • Tops "Ramona", "Sing, Baby," "Girls' Dormitory" in . MILWAUKEE! • Out-grossing "To Mary—with Love" and "King of Burlesque" in LOUISVILLE! • 80 per cent bigger than "Sing, Baby" in ATLANTA! • SPRINGFIELD Thursday opening beats "Sing, Baby's" Saturday business! • "Girls' Dormitory" opening eclipsed in ST. LOUIS • First 3 days greater than "Girls' Dormitory," "Road to Glory," "Ramona" in CINCINNATI • Opening days swamp "Country Doctor," "Private Number" in CHICAGO!







SIMONE SIMON

DON AMECHE - PAUL LUKAS
TYRONE POWER, Jr. - ALAN MOWBRAY

Directed by Edward H. Griffith Associate Producer B. G. DeSylva Screen play by Melville Baker

Screen play by Melville, Baker

Based on the play by Ladislaus Bus-Fekete

Darryl F. Zanuck in Charge of Production



THE KEYSTONE
OF YOUR FUTURE

Comparative Grosses for September

SEATTLE

	Sept. 3	'Sept. 10	Sept. 17	Sept. 24
FIFTH AVE. (2,400; 27-57-42) High. \$26,000 Low. 2,500	His Brother's Brother's Wife \$7,800	My Man Godfrey \$11,800	Anthony Adverse \$14,700	Adverse \$6,500 (2d week)
PARA- MOUNT (3,100; 16-21-32) High. \$57,800 Low. 3,400	State Fair and Hell's Angel \$3,700	Border Flight and Pepper \$4,200	It Happened One Nite and One Night of Love \$3,400 (Revivals 8 days)	Walking On Air \$10,500 (Marcus Show)
LIBERTY (1,900; 16,27-37) High. \$12,600 Low 1,700	King Steps Out \$4,200 (3d week)	They Were Married and Meet Nero Wolfe \$3,800 (5 days)	Devil's Squadren and They Met in Taxl \$8,000 (9 days)	Adventure in Man and O'Maliey of Mounted \$5,300
MUSIC BOX (900; 27-37-42) High, \$17,000 Low1,700	Green Pastures \$3,100	Last of Mohicans and Kelly the Second \$3,000	My Man Godfrey \$4,700	Godfrey \$4,000 (2d week)

MINNEAPOLIS

	Sept. 3	Sept. 10	Sept. 17	Sept. 24
MINNESOTA (4,200; 25-35-55) High. \$45,000 Low 5,000	Gorgeous Hussy \$14,000 (Stage Show)	My American Wife \$27,000	Gen, Died at Dawn \$8,000	Great Ziegfeld \$14,000
ORPHEUM (2,800; 25-85-40) High. \$25,000 Low. 2,000	China Clipper \$7,500 (8 days)	Swing Time \$17,000	Swing \$7,500 (2d week)	My Man Godfrey \$15,500
LYRIC (1,800; 25-15-50) High, \$28,000 Low. 2,500	To Mary— With Leve \$2,200 (2d run)	Gorgeous Hussy \$3,000.	Jail Break \$1,800	36 Hours to Live \$1,600
STATE (2,400; 25-35-40) High. \$17,000 Low 900	Piccadilly Jim \$7,000	Texas Rangers \$8,000	Sing Baby Sing \$3,000	Girls' Dermitory \$4,000

INDIANAPOLIS

	Sept. 3	Sept; 10	Sept. 17	Sept. 24
APPOLO (1,190; 23-40) High, \$15,400 Low 1,200	Sing Baby Sing \$6,000	My Man Godfrey \$8,200	Godfrey \$4,300 (2d week)	Stage Struck \$4,650
LYRIC (2,600; 25-30-40) High. \$15,500 Low. 1,200	Star ior Night \$7,000 (Follow Stars Unit)	Pepper \$14,000 (Major Bowes Ams)	Road to Glory \$10,000	Two in a Crowd \$9,700 (Johnny Perkins)
CIRCLE (2,600; 25-40) High. \$26,000 Low., 1,700	Texas Rangers and Grand Jury \$5,500	Gen. Died at Dawn and Lady be Careful \$7,500	Swing Time \$10,500	Swing \$4,200 (2d week)
LOEW'S (2,800; 25-40) High. \$19,000 Low. 2,000	Last of Mohicans and Final Hour \$4,000	Gorgeous Hussy \$10,000	Hussy \$5,000 (2d week)	Great Ziegfeld \$11,500

PITTSBURGH

	Sept. 3	Sept. 10	Sept. 17	Sept. 24
PENN (8,800; 25-55-40) High. \$41,000 Low. 3,860		Gorgeous Hussy \$20,000	#ussy \$13,000 (2d week)	Texas Rangers \$10,600
WARNER (2,000; 25-40) High. \$29,000 Low. 2,000	Case of Velvet Claws and Big Noise \$4,200	Son Comes Home and Bengal Tiger \$3,900 (6 days)	My American Wife and Don't Turn 'Em Loose \$5,100 (8 days)	Lady be Careful and Down Stretch \$4,000 (8 days)
STANLEY (5,600; 25-40-55) High. \$46,300 Low, 3,200	China Clipper \$23,000 (Glorified Follies Unit)	Anthony Adverse \$29,000	Anthony Adverse \$18,500 (2d week)	Swing Time \$20,000

CHICAGO

	Sept. 3	Sept. 10	Sept. 17	Sept. 24
CHICAGO (£,000; 35-55-75) High. \$75,000 Low., 18,500	Wife \$35,300 (2d week)	My Man Godfrey \$43,500	Anthony Adverse \$44,000	**Adverse \$31,000 (2d week)
PALACE (2,500; 35-55-75) High. \$35,200 Low. 7,000	(Stage Show) Walking on Air \$18,800 (Stage Show)	Swing Time \$33,000 (Shooting High Unit)	Swing \$27,600 (2d week)	\$21,800 (3d week)
UNITED ARTISTS (1,700; 45-55-75) High. \$43,500 Low. 3,300	Great Ziegfeld \$18,900 (3d week)	Ziegfeld \$16,800 (4th week)	Ziegfeld \$12,900 (5th week)	Gorgeous Hussy \$24,600

BIRMINGHAM

ALABAMA (2,800; 30-35-40) High. \$29,000 Low. 3,500	Scpt. 3 To Mary— With Love \$7,200	Sept. 10 Swing Time \$8,000	Sept. 17 Piccadilly Jim \$7,200	Sept. 24 Poor Little Rich Girl \$7,600
STRAND (800; 25) High. \$5,100 Low. 800	And Sudden Death \$2,500	State Fair \$2,300	Crash Donovan \$1,900	Dancing Lady \$2,300 (Revival)
EMPIRE (1.100; 25) High, \$12,800 Low 800	Public Enemy's Wife \$2,500	Satan Met Lady \$2,800	Follow Your Heart \$2,000	Singing Kid \$2,900

Novis Joins B-T for 8

Hollywood, Oct. 13. Donald Novis has sigged with Burroughs-Tarzan Pictures to ap-pear in four films annually for two years. 'Just Another Night,' will be first,

Yarn by Ridgeway Callow will carry theme song of same title.

Republic's Opera Singer Rochester, Oct. 13. Inez Harvot, Eastman School of Music graduate, who has appeared in opera in Rochester and St. Louis and toured with 'Great Waltz,' has signed with Republic Pictures.

She will be available for singing roles, but will concentrate on dra-

Brazilian Nuts

A Brazilian Croesus, in a desire to filmize the success of his 30,000-acre plantation, is willing to spend \$10,000 to let the control of the

aid in the project.

Ted Lewis-'Brute' **Cracking Record** At \$14,200, Ind.

Indianapolis, Oct. 13. (Best Exploitation: Lyric)

Indianapolis, Oct. 1.5
(Best Exploitation: Lyric)
Ted Lewis is on the way to a new house record for the vauddim Lyric, with \$14,200 coming in. The band, in combination with the health of the weekend. Lewis also helped the other houses considerably by bringing the natives downtown and then turning them away.

The second of the combination of the combinat

door posting and an elaborate front.

Estimates for This Week
Apollo (Fourth Ave.) (1,100: 2540)—Midsummer Dream' (WB.).
Opened mildly but picking up for
pretty good \$5,000. This will show
the house a light profit. Last week
Ramona' (20th) (2d. week), okay at
\$5,500.

Ramona' (20th) (2d week), okay at \$3,500.

Circle (Monarch) (2,800; 25-40)—
Walking on Air' (REC) and 'Hollymer and the starting team of Gene
Raymond and Anne Sothern billed
prominently; \$4,500 is all right. Last
week 'Anthony Adverse' (WB) at
55c., very big \$10,000.

Loew's (Loew) (2,800; 22-40)—
Theyll' (C. Sisyall (C. Sisya

'AS YOU LIKE IT' TEST ROADSHOWING IN S. F.

San Francisco, Oct. 13.

San Francisco, Oct. 13.
Encouraged by the succees of Romeo and Juliet' in San Francisco, 20th Century-Fox will give 'As You Like It' a test run here at the Geary starting Oct. 23.
The American preem of the Elisabeth Bergner Shakespearean comedy (British made by 20th-Fox's New World Picts, quota unit) will be roadshow at 50c.-\$1.50.

Zanuck's Big Musical

Hollywood, Oct. 13.

Darryl F. Zanuck will produce
'Living Dangerously' on a lavish
musical scale. Allen Rivkin and musical scale. After Aivan and Lamar Trotti are scripting from ar idea by Charles Kenyon and Rivkip. George Marshall will direct.

ART DONEGAN AT WB

ART JUNEARA AT WART AT A STATE AND A STATE Successor for Donegan's former spot at INS not determined thus far.

STORY BUYS

Hollywood, Oct. 13.
Norman Reilly Raine's 'The Seal Poacher' taken by Warners.
Chesterfield bought Mooney's There is a Santa Claus.
'Honeymoon Pilot' sold to Columbia Jack Cooper.

Sammy Cohen, Richard Tucker, Duncan Rinaldo and Forrest Taylor.

Kay Francis 16G, 'Ladies' 10G, 6th Wk. for 'Godfrey' 6G as Pitt. Booms

St. Louis' New Tax Idea

With city's relief tund down to \$600,000 and due to be 'exhausted before Jan. 1, city fathers, angling for new sources of revenue to take care of needy, have introduced an amusement tax on theatres, shows and exhibitions. On admissions from 25-49c, tax would be Ic; 50-99c, 2c; from \$1-51,99. Sc, and from \$2-55, 10c. Measure would exempt shows for charitable or benevolent purpaying tax to city on basis of seating capacity or gross receipts. Itinerant shows would be required to post bond in advance to cover probable taxes accruing to city.

Operators of film houses will fight St. Louis, Oct. -13.

Operators of film houses will fight
passage of bill on ground they now
are collecting a 1-mill state tax and
further taxation would cripple biz.

B'CAST' TOPS L'VILLE ON \$12,000 AT RIALTO

Louisville, Oct. 13,

(Best Exploitation: Étaito)

(Best Exploitation: Étaito)

\$12,000 for Big Broadcast of 1937.

Loew's State also is coming for some hefty takings, \$8,000, with 'Devil' is a Sissy' and 'Man Who Lived Twice' on a dual, 'Devil' was 22-sheeted for weeks in advance, and tied in with Bond Bread ads.

First showing at pop prices of Midsummer Night's Dream' at the Mary Anderson won't touch more than \$4,200.

than \$4,200.

On selling of 'Broadcast' Rialto went the limit. Arranged dinner at Brown Hotel for local officials, press representatives, and persons prominent socially, for aftroduction of ment socially, for aftroduction after the selling for the sellin

on the plant reams of copy and art on the plant of the pl

\$2,500. Loew's State (3,000: 15-25-40)— Devil Is Sissy' (MG) and Man Who Lived Twice' (Col), dual). Elenty advance publicity on billboards and special stories potent in rolling gross up to \$8,000. Last week 'Dodsworth' (L4) and 'Met in Taxi' (Col), dual, strong, \$7,000.

surong, \$7,000.

Mary Anderson (Libson) (1,000.
15-25-40) — Midsummer Dream (420, 1525-40). Opposish too virile: \$4,200, 1830. Lst week Your Heart (420, 180), average.

going it alone against duals, \$3,500, average.

Ohie (Settos) (800; 15c)—Lady Killer (WB) and Night at Ritz' (WB), dual, splitting with Imitation dual. Getting some biz on cash nights, but otherwise takings are in the lower brackets; \$700, weak. Last week 'Happiness Ahead' (FN) and week 'Happiness Ahead' (FN) and dual, splitting with 'Ae of Ace; (RKO) and 'Human Bondage' (RKO) and 'Human Bondage' (RKO) and 'Human Bondage' (RKO) and 'Human Bondage' (RKO) dual, splitting with 'Ae of Ace; (RKO) and 'Human Bondage' (RKO) dual, sighting with 'Ae of Ace; (RKO) dual, and 'Bondage' (RKO) dual, sighting on Air' (RKO) and 'Don't Turn 'Em Loose' (RKO), dual, sightly below average at \$3,400.

GRID SCRUBS IN PIC

Hollywood, Oct. 13.

Victory Pictures has put a Herman
Brix Sport Action feature, Two
Minutes to Play, into production,
using two full teams of Southern
California second-stringers, Bob
Hill is directing from story by Bob
Buchanan & Sam Katzman is sup-

Pittsburgh, Oct. 13. (Best Exploitation: Alvin)

Rest Exploitation: Alvin town this bear shown in all over the season of the season of

Estimates for This Week

publicity, for Simone Simon.

Estimates for This Week

Alvia (Harris) (2,000; 25-35-40).

Ladies in Love' (20th). Easily \$10,000, enough to insure a second week.

Last week Seven Sinners (GB) and Man Way and Seven Sinners (GB) and Man Way at \$4.50.

Fulton (Shea-Hyde) (1,750; 25-40).

—Godfrey' (U) (6th week). Still going strong at better than \$6,000, and sticks for seventh, with end not in seventh \$7.00. This week good for Penn (Loew's-UA) (3,300; 35-50).

Great Ziegfeld' (MG) (2d week), Holding up nicely in second week of poop price run; \$12,000. Last week.

Stanley (WB) (3,800; 25-35-50).

"Your Heart (WB). Tear-jerker best Kay Francis money-getter here in couple of years; \$16,000. Last week. Siange Struck' (WB) only so-so, understanding the second week of the second week.

Coast Chain Demands Same Distrib Deal by WB as Last Year

Los Angeles, Oct. 13.

Los Angeles, Oct. 13.
California Amusement Co., operating string of second and subsequent run theatres in Pasadena, has served demand on Warner Bros. here that distributing organization continue-to serve its houses with film product for 1938-37 on same basis that they used the WB film last year.
Protest is against WB's sale of second run in the town to the Uptown theatre, formerly the Egyptian, recently opened by Lou Metzger and associates in Lamanda Park, a section of Pasadena, and considered opposition to California's several theatres.

atres.

Claim for second run is made de-

Ciaim for second run is made despite fact that Untown his a higher admission price than do the several second-run houses of California Amusements.

Beef is similar to one registered recently with all major distribs here by Bob Whitson and associates, who are demanding same film service for 1930-37 as they enjoyed in 1935-36. This claim is made despite fact that Fox West Coast has again bought second-run for the Hollywood area and proposes to take advantage of and proposes to take advantage of that run itself this season. Last sea-non it waived its rights in favor of Whitson.

Whitson.

Incipient film buying strike de-elared against United Artsits by small coterie of independent exhibs here is fading out, with most indies now anklous to annex product, al-though many of them continue to protest the percentage and straight rental terms demanded.

Briskin Heads Fund

Briskin Heads Fund
S. J. Briskin has been appointed
by the Motion Pleture Producer's
Association to head the studio division of the annual Community Chest
drive. L. B. Mayer headed division
last year and raised \$235,000.
Producers believe that figure will
be exceeded by \$50,000 this year.

20th's 'Jeeves' Again

Twentieth-Pox is going to produce another 'Iceves' picture. Film titled 'Step Lively, Jeeves', by Sol M. Wurtzel who will handle reins. As in 'Thank You, Jeeves,' Arthur Treacher will impersonate P. G. Wodehouse's gentleman's gentleman.

113,262

(A new all-time Roxy record)

ATTEND

DIMPLES"

IN

FIRST 4. DAYS

AT

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NEW YORK

Shirley LE

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ONLY 20th CENTURY-FOX CAN BREAK 20th CENTURY-FOX RECORDS!

THE GAY DESPERADO

(MUSICAL)
United Arlists release of Pickfo MUSICAL)

Toked Aribais released PickfordLibert Minister Political Production

Blaze Nino Martini. Features Ida Lupino

grad Leo Carrillo. Directed by Mamoolini.

Blaze Smith; songa, Holt Marvell and

George Feature, Minuel Sandowst; musical

George Feature, Minuel Sandowst; musical

and the Company of the Company of the Company

page 100 pt. 100

S Oct. 8, '20. Running Une

Nino Martin

10a Lupito

Martin

Janes Blakeie

Janes Blakeie Bill Butch Diego Radio Station Manager American Detective Police Cuptain Lopes Theatro Manager Pancho Manuel Balvador Colneo ...

This Nino Martini mesquiter is a fairly diverting Mexican western. If regarded in carefree light, 'The Gay Desperado' may be termed not par-ticularly desperate. It'll do spotty trade, depending on locale. It's more musical comedy than grand opera, or even operetta, which may be the major hurdle for those attracted by the Martini marques values.

values.

Leo Birinski's original story is one of those things. Wallace Smith's screen treatment, fortified by Rou-hen Mamoulian's direction, has achieved a certain tempo of insuciance which does much to offset

ben Mamoulian's direction, has achieved a certain tempo of insuchance of the control of the cont

June.

In between all this, Martini tenors in his topnotch Metopera style, featuring The World is Mine (a cork-turing The World is Mine) and the world is martinish and an original Mexican serenade. 'Adios Mi Tierra' thy Miguel Sandoval). There are also Miguel Sandoval). There are also Miguel Sandoval). There are also plendid rhythm work on a guitar by one twanger whom some recording company should put on wax. In the world world was also with the world world world with the world m. In between all this, Martini tenors

throthed to Lunino. Others are bits, and okay.
Photograph, by Lucien Andriot is eye-arresting in spots, particularly the against-the-sky shots, getting sey-arresting an experiment of the state of the

Valiant Is the Word for Carrie

int release of Wesley Ruggle

Production. Features Gladys George,
Arline Judge, John Howard. Directed by
Ruggies, From novel of same name by
Barry Benefield; adaptation, Claude Binyon;
atry Beneneld; adaptation, Claude Binyon;
film editor, Otho Lovering; camera, Leu
Patrie Snyder
Lady Arline Judge
Pout Pout Pout Page
Paul DarnieyJohn Howard
Ellen Belle
Ed Moresby William Collier, Sr.
Garage More and Comer. St.
George Darnley John Wray
Ion Olds
Mat David
Mat Burdon Grady Sutton

Novel of a scarlet woman whose wickedness is mixed with some good becomes a moving, if cumbersome. Screen piece. It crams into its 109 minutes much that could have been left out and it fails to hold up as well the second half as it does in the first. With advertising and publicity

aid easy, 'Valiant' should be a profitable undertaking.

The the should the have strong Profitation to have strong Profitation to have strong Indiana the profitation of the strong the str

RAMONA (WITH SONGS) (TECHNICOLOR)

(TECHNICOLOR)

20th Century-Fox release of Soi M. Wurgael production. Features Lareta Young, Don Amerbe. Directed by Helry King. From novel by Helen Junt Jackson; Alfred Newman; color director, Nikalie Galmus; camera, William V. Skail, Chester Loong; at director, Diazlie Galmus; camera, William V. Skail, Chester Loong; at director, Diazlie Galmus; camera, William V. Skail, Chester Loong; at director, Diazlie Galmus; camera, William V. Skail, Chester Loong; at director, Diazlie Galmus; camera, William V. Skail, Chester Loong; at director, Diazlie Galmus; camera, William V. Skail, Chester Loong; at director, Diazlie Galmus; camera, Chester Chester

Miniature Reviews

The Gay Descrade' (UA). Nino Martini starrer of divert-ing, tuneful proportions. 'Valiant Is the Word for Carrie'

(Par). Transcription of novel which, in spite of length, and fact Gladys George, its star, is new in pix, should do rather ract Gladys George, its star, is new in pix, should do rather well.

'Ramona' (20th). Indian story

well.

'Ramona' (20th). Indian story in color and more of a break for color than story.

'Dimples' (20th). Production is weak but Shirley Temple's emoting, singing and dancing will keep her devotees in constant beams.

'15 Maiden Lane' (20th). Moderate jewel thief opus for the dual bills.

'Lady Be Careful' (Par). Denatured but amusing version of Sailor Beware, stage farce.

'The Man Who Lived Twie' (Col). Entertaining item dealing with crime from a pathological aspect. Should be able to solo in many spots.

'Buildeg' Edition' (Rep.)

Newspaper-gangster thriller; a strong dualer.

strong dualer.

colors become pleasant, rather than distinctive, with the story finally asserting itself and coming to the forc. But the fact that the color angie becomes less noticeable as the picetal colors and the story is evidence that color has finally found its place in fifth production.

Loret Voung, in a coal black Loret Voung, in a coal black Loret Voung, in a coal black to the color adds to her attractiveness. Don Ameche, from radio does well as the tragic Allessandro, and his performance at no time indicates a like to a consequence of the color screen acting experience. Kene Darwell and Katherine De Mille, among others, are excellent in support. Miss De Mille's brunet comeliness is particularly suited to color bear the color backgrounds are treats to the cyc. and interior art work is consequenced in the cyc. and interior art work is the cyc. and interior art work is considered in the cyc. and interior art work is the cyc. and interior art work is considered in the cyc. The cycle is an art was a cycle in the cycle in the cycle in the cycle in the cycle in the

DIMPLES (WITH SONGS)

(WITH SONGS)

20th Century-Fox retease of Nurnally Johnson production. Stars Shirley Tenuples, T Cicero
Cicero
Colonel Loring
Mr. St. Chair
Hawking
Richards
Proprietor Richards John Carmeline Frequencies of the Carmeline Frequency of the Carmeline Frequencies of the Carmeline Frequency of the Carmeline Frequencies of the Carmel

Exhibitors have no need to worry about this one. It should easily match the grosses of the recent line of Shirley Temple releases, but it won't be due to the fact that won't be due to the fact that the state of th

Lorent et director. Duesa connect time conne

the youngster to lisping or stuttering. forgan, as the Micawberish guar-n of the child, makes the most of dian of the child, makes the most of a tailor-made part. His supplementary weakness for light-flugering other people's property gets himself and the wait in frequent difficulties. Helen Westley contributes a nice daguerrotype as the dowager, whose affection for the child results transactions. Broke but devoted guardian takes the \$5.000 and, when he finds that the girl is not happy in her new, home, his love impels him to return the coin and retrieve the COther-plot device draged into the film involves the nephew. (Robert Kent) of the dowager. Boy's burn for an actress causes a break with the aunt and his debut as a theatire the excuse for Shirley's playing of Little Eva in 'Uncle Ton's Cabin' and for the stage thing suddenly going minstrel so that Shirley can but in another sample of shuffling, and Shirley score most effectively in a scene which takes place in the producer's office. Also good for solid laughs are some bits that bring Morgan and Shepin Fetchit together. a tailor-made part. His supplement-

15 MAIDEN LANE

20th Ceclury-Fox release of Sol M. Wurtzel production. Features Clairs TreWurtzel production. Features Clairs TreFree Committee Clairs TreFree Committee Clairs TreFree Committee Clairs TreFree Committee Committee Clairs TreFree Committee Clairs TreFr

John Graves Rosert servace John Graves Research Lee Graves Graines Herbert Vangree Graines Herbert Vangreenium Holmen Herbert Vangreenium Holmen Herbert Vangreenium Herbert Hongreenium Herbert Hongreenium Herbert Herbert Hongreenium Herbert Herbe

Les Amants Terribles

(The Terrible Lovevis')
(TRENCH MADE)
(TRENCH MADE)
(TRENCH MADE)

Pathe Consortium Cherna release of Parla.
Cine production. Directed words "Private Lives"; camera. Thirard and No. All Madeleine Chema, Parla. Running time, Cally Mariey.

Andre Lover.

Galpy Mariay.

Annette Fournise Marie Groy.

Galpy Mariay.

Annette Fournise Marie Groy.

Galpy Mariay.

Anter Lougel.

Daniel Fournise Marie Groy.

Marle (Ibray).

Sent United Description of Private Lines French version of Private Lines is enjoyable through good action of the Private Lines is enjoyable through good action in the Lines of the Lines is enjoyable through good action of the Lines and lightness. As presented, it is a screened play with few good outdoors state the Lines of the Lines and Lightness. As presented, it is a screened play with few good outdoors state to the Lines of the Lines of

LADY BE CAREFUL

LAJI DE L'ARGET CULFAramount rolease of J. T. Reed production. Peatures Lew Agree, Mary Carlisle,
Larry Crable, Benny Baker, Crant WithersLarry Crable, Benny Baker, Crant WithersReward, by Kenyon Nicholson, Chian,
Rebilmoni, serem pilay, Duruly Chaire,
Remy Sharp, At Rinita, N. Y., sweek Oct.
P. 3d. Running lime, II mile Lew Ayres
Dud (Dynamito). Lagrange Company
Lagrange Lew Company
Lagrange Benny IluSer Lewry Crable
Barney Benny Ilu-Ser
Lewry Crable
Barney Benny Ilu-Ser
Lewry Crable
Lewry Crable 1 mins.
Lew Aves
Mary Carli da
Lerry Craibs
Benny Baber
Grant Withers
Jack Chanin
Josephine McKin
Wilma Francis

This is a wdy stage farce of a

few seasons ago with its face washed, its nose wiped and provided with a new name and objective. In 'Sailor Beware' there was a hardboiled dame that the fleet felt even its top lady killer couldn't make. And the sail was a sweetly girlish young thing whose inaccessibility is due to her reserve, instead of her tough disposition, and the proof of victory is to be the sash awarded her as Miss won the ribbon in competition with some of the other girls from the cafe, there is crooked work in the judges' stand, though Mary Carlisle, who Dynamite wins his fame and title through no achievement of his own, but his shipmates bet on him to win the Fanama duel, and he sets forth to misses the sail of the

Man Who Lived Twice

Man Who Lived I wice
Cotumble vycase of the New production.
Peatures Halph Bellamy, Harthy Mench,
Mench Millium; adaptation, Ven Dycke,
Mency Allium; adaptation, Ven Dycke,
Harthy Mench, Mench,
Mency Millium; adaptation, Ven Dycke,
Harthy Mench, Mench,
Mency Millium; adaptation, Ven Dycke,
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Men

The Man Who Lived Twice, a good title even if it crowds the marking the manner of the condition of the condi



Merrier than "Thanks A Million"!

Swingier than "Sing, Baby, Sing"!

Timely as a kick-off!

Laughs! Tunes! Gals! Thrills! Gags! Clowning on the campus! Swinging on the gridiron! Dancing on the sidelines! Romancing in the stands! The grandest, maddest, most hilarious entertainment line-up that ever charged a box-office!



THESE HITS WILL KNOCK 'EM FOR A GOAL!

"N's Lave I'm Affer" - "The Balboa" "You're Slightly Terrific" - "You Do the Darndest Things, Baby".





-945 **2V**9

WITH A CAST PICKED FOR ENTERTAINMENT

STUART ERWIN - JOHNNY DOWNS ARLINE JUDGE - BETTY GRABLE PATSY KELLY - JACK HALEY YACHT CLUB BOYS - DIXIE DUNBAR ANTHONY MARTIN - JUDY GARLAND

Directed by David Butler - Associate Producer Bagart Rogers

Screen play by Harry Fugend, Jack Yellen and William Conselman + Based on a story by Arthur Sheekman, Nat Perrin and Mark Kelly + Music and lyrics by Lew Pollack and Sidney D. Mitchell + Music and lyrics of songs sung by Yacht Club Boys—by Themselves





DARRYL F. ZANUCK

London Alhambra to Pix Means Relief to Bad Film Congestion

London, Oct. 6.

Passing of the Alhambra Leiesster
Square, into the hands of the Odeon
cinema group (Deutsch) emphasizes
the present shortage of pre-release
motion picture theatres in the West
End. With 10 major distributors
clamoring for dates for 'show window' presentation of big product and
only eight regular houses available,
position is prefty grim, explaining
why legit theatres are being greedily
snapped up and pictures given roadshow treatment.
Eight theatres are G-B's Tivoli and

show treatment.

Eight theatres are G-B's Tivoli and
New Gallery, Par's Carlton and
Plaza, Maxwell's Regal at Marble
Archa, London Pavilion, Leicester.
Square, and Metro's Empire. These
give outlets for Gaumont-British,
20th Century-Fox, Associated British,
United Artists, Paramount, C. M.
Woolf's General Films and M-G-M,
with other majors, such as Warners,
Radio and Columbia grabbing showings as, if and when.

as, if and when, cepting the Plaza and Empire excepting the Plaza and Empire, depending on a policy of weekly changes unless business justifies holdover, all houses use extended runs, holding programs frequently up to six or eight weeks. Means a total of around 150 playdates per year, in which not only all major American pix but the complete output of British studios at Denham, Elstree and Shepherds Bush must

Elstree and Shepherds Bush must fit.

Raadshows

Situation is often eased here by hiring of legit houses for roadshow purposes, Metro currently having Romeo and Julie! in His Majesty's and "Zlegfeld" at the Hippodrome, Same company has also frequently bired the Palace, and Warners took the Adelphi for West End presentation of the 'Dream'. Cambridge, Piccadilly, Phoenix and Coliseum are others spotted for pictures at odd times, but current legit business has held up well enough to keep back an incursion of motion pictures. Alhambra rebuilding will, however, start a swing towards more cinemas for the soup and fish territory? Plans are in hand for conversion of Daly's, with the Garrick and wiring Schouled for Farburding and wiring Schouled for Farburding and wiring Schouled for the building and wiring. Schouled for the building and wiring Schouled for the building and wiring Schouled for the building and wiring Schouled for the building and wiring. Schouled for the building and wiring Schouled for the building and the building and

SIR BEN READY TO START PRODUCTION

Melbourne, Sept. 17.
Atlanta Films, Ltd., has been registered here under the chairmanshap of Sir Ben Fuller. Studio will be the part Werribee, with Ernest C. Bolls in charge. Importations from Hollywood will be made when the unit is ready to begin production.

Sydney, Sept. 17.
On his return here from Melbourne
Sir Ben Fuller, stated that he was
very pleased with the progress already made by Atlanta Films, and
had high hopes that production work
would guickly be started. Knight
spent free weeks in Melbourne comheat-trive weeks in Melbourne comheat-trive.

spent three weeks in Melbourne com-pleting arrangements.

Expected that \$85,000 will be the estimated cost of features, although the ante will be raised for specials. Unit. also proposes to make shorts and newsreels for the local market.

RKO Expands in Rio

That Quota Problem

London, Oct. 6.

'I have sometime had to hire politice to keep the crewd from rounding on us when we have shown some of these so-called British quota films,' said an exhibitor accused at a London court of falling to show 15% British films last year.

Theatre was the Regent, Kings Cross, and defendant said the type of film that suited as the court of falling to show the said the type of film that suited said the type of film that suited proposed to the country of the said the type of film that suited said that suited said the type of film that suited said that suited said the type of film that suited said that suited said that suited said that suited said the type of film that suited said said that suited said s London, Oct. 6.

ANZAC TAX CUT SEEN AS BREAK

Canberra, Sept. 17. Introducing the first prosperity Budget in years, the Federal Treas urer announced taxation reductions amounting to \$20,000,000 for 1936-37. Income tax will be reduced about

Following the announcement of tax reduction, business all over Australia took a quick uplift. It is anticipated that the picture business generally will be aided con-siderably, although it still remains for the government to give reliet from the tax load.

For years theatre managements have requested the government to lift the burden of taxation from their shoulders, but it has only been in recent months that any hope was held out.

In New South Wales the burden is still very high and it is doubtful whether a reduction will be made even when Premier Stevens returns

whether a reduction will be made even when Premier Stevens returns from London.

Hard part covering taxation lies in the fact that persons earning a certain sum must pay a tax to the State government and to the Federal government as well. Federal cut will be of some assistance, especially to visiting performers who, in the past, have been astounded at the huge silce taken out of their earnings.

Federal cut, will benefit big business men more than average workers, although this fact may lead to the unemployment problem being considerably reduced in the next few weeks. It is from the average citizen that the theater managements gain most of their revenue and, were a the cut of apply in greater force at the cut of their control of their federal government is regarded as a move for the introduction of a general tax cut by all the State governments.

Melniker Home

Richinker Home

Rio de Janeiero, Oct. 1.
William Meiniker, long-time general director for MGM in South America, flies this week to Buenos Aires and Chile, thence via Panagra to New York, to continue his new job as manager of MGM's international theatre department.

Melniker has just seen his newest theatre through the opening night in Rio.

Rio,
Stewart Dunlap, former MGM gen.
mgr. in China, replaces Melniker in
South America, with headquarters
in Buenos Aires instead of Rio.

Anzac Cavalcade

Canberra, Sept. 17.
Department of Commerce intends
producing a pic titled 'Song of Australia,' as a cavalcade of Australian

KKO Expands in Rio

Nat Liebskind, RKO-Radio mgr.

Scenario was written by Dudley
will take over the old MGM office respect. No importations from Hol
publiding in Rio on Nov. 1. Quite an

expansion for RKO and nice sur
expansion for RKO-Radio mgr.

Scenario was written by Dudley
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matte

'S. F.,' 'NUMBER,' 'BOAT,' LEAD B. O. DOWN UNDER

Sydney, Sept. 17. Healthy grosses are being gotten here by 'Private Number' (Fox), 'San Francisco' (MG) and 'Show Boat' (U).

'White Angel' (W) opened weakly and looks like an early out, 'Whip-saw' (MG) turned out to be a nice saw' (MG) turned out to be a nice grosser and swings merrily into, its third stanza. 'Prisoner of Shark' Is-land' (Fox) looks okay for a mod-erate run, and 'Case Against Mrs. Ames' (Par) had a good premiere and may build. 'It's Love Again' (G-B) and 'Secret Agent' (G-B) move out after a good season.

Weekly change is okay currently with 'Bullets and Ballots' (WB), 'Roaming Lady' (Col), 'Rendezvous' (M-G) and 'Bohemian Girl' (M-G).

Melbourne, Sept. 17. King Steps Out (Col) enters its sixth week here and is likely to stay longer. 'San Francisco' (MG) is okay, but 'Strike Me Pink' (UA) is not so hot. Neither is 'Country Doc-

Rest include 'Till We Meet Again' Rest include 'Till We Meet Again' Par), 'Country Beyond' (Fox), 'Times Square Playboy' (WB), Things to Come' (UA), 'Secret Agent' (G.B) and 'Three Wise Guys' (M-G).

Wellington, N. Z., Sept. 17. Wellington, N. Z., Sept. 17.
Box office is good over this way,
with 'Desire' (Par), 'Klondike Annie'
(Par), 'Midsummer Night's Dream'
(WB), 'Show Boat' (U), 'Follow the
Fleet' (RKO), 'Moonlight Murder'
(M-G), and 'Till We Meet Again'
(Par) showing the way.

Britons In Hollywood

Hollywood, Oct. 13. Madeleine Carroll's husband, Capt.
Philip Astley, is coming to the Coast
to join her the end of this month,
May remain until she can return remain until she can return with him about the first of the

Gene Lockhart plays ping pong to eep fit, but Kathleen, his wife, picks p all the balls,

Rex Evans making his motion pleare debut with Garbo in 'Camille and doubling at night by working in local nitery.

Michael Fitzmaurice, lad who jumped from radio to the screen, is taking singing lessons from a teacher who used to be a marathon runner.

who used to be a marathon runner.

G. P. Huntley, Jr., liked his house
on the top of the hills because of the
reception he got up there for his
radio broadcasting, but moved down
into Bawhills because of the proxinity of schools for the children.

Stanley Logan working as dialog director on 'Another Dawn.'
Mary Forbes alternates between her house at Laguna and home in Outpost states while working in 'Another Dawn.' Spends all week-ends at the beach

other Lewis, at the beach, Major Sam Harris portraying British army officer in 'Another Dawn.' Rowland Leigh rehearsing a new pic on the Warner lot.

Boris Karloff claims he should get

'Charlie Chan at the Opera,' where he does much climbing around on parallels.

parallels.

Except for the swimming pool, which is needed these hot days. Alan Mowbray's new house is completed. Sir Guy Standing putting his Malibu Lake house on the market.

Ian and Kenneth Hunter, brothers, working together in 'Another Dawn'. Margot Grahame throwing a party for members of the east of 'Night, Waitress' (Radio) on final' day of work.

work.
Henry Stephenson making definite plans to attend the coronation.
Merle Oberon feaves this week for England, where she'll stay till next

Montague Love rehearsing this week for 'Parnell.'

Croydon for Vaude

London, Oct. 3. e reopens Sept. 28

Croydon theatre reopens Sept. 20 croyoon theatre reopens Sept. 28 under new proprietorship and management. David Bliss and William Firth are the new lessees, and management will be in the hands of George Alexander, formerly of the Empire theatre, Newcastle.

House will be run as a variety theatre.

Unionitis

Mexico City, Oct. 13.
Unionism is thickening the plot of the Mexican film industry drama. It is now saddled with 16 separate unions. Latest is that of makeup folk. Even third assistant cameramen have a union.

a union.

Test projections can't be run
off without a flock of unionists
who collect about \$2.50 per for one hour's activity.

CHESTERFIELD ANZAC PIC DEAL ON FIRE

Sydney, Sept. 17.

Group connected with the Australian and New Zealand film industry is dickering for the rights of Chesterfield product to cover both

Chesterfield pix have not beer screened in either Australia or New Zealand before, because there is no distributing agency handling them in this territory. Group interested de-sires a low-priced product to present mainly in the New Zealand field at pop prices. In New Zealand pix are assessed on their value in b.o. gross.

assessed on their value in bo, gross. In Australia pix admitted are charged 16c per foot duty. Chesterfield is under offer to a Sydney man who at one time was in the exhibiting game. This man placed the proposal before the group, and the business looks like eventuating in the very near future.

British Lion Nabs 'Teacher' as Musical London, Oct. 4.

Bobby Howes, Vera Pearce and practically the same company as appeared in the show, have signed to do a film version of 'Please, Teacher,' musical, for British Lion.

Howes will appear in a new show at the Hippodrome after the Christmas pantomime, which goes in for the holidays, to be produced by Tom hlogrA

Arnold.

Pending preparations for the panto the house will be let for pictures and 'The Great Ziegfeld' (MG) will transfer from His Majesty's to make room for 'Romeo and 'Juliet' (MG). New Howes show is to be produced by Jack Waller, and the book will be by Weston and Lee.

Live Show Drive

(Continued from page 3)

of the interest, 802 is planning to forward a resume of the campaign, together with some literature and buttons, to 'all of the locals' in the American Federation of, Musicians, totaling over 900. The AFM, it is known, would like to see the musician-stage show drive, nationalized. Local 802 is picketing 26 theatres in New York now and will extend the list. One important house so far unmolested is the Fox, Brooklyn, While the picketing musicians-have been verbally urging people not to patronize straight-film houses only in front of the Palace and Capitol, the union is planning to add the vocal, inferierence to ml. picketed been using a loudspeaker in an effort to drown out the voices of the pickets.

Deny Political Angles

Deny Political Angres
Reports circulated in music and
theatre, operating circles that the
drive of 802 was political in nature,
with the coming December election
in view, are ridiculed by union men.
If such a drive had been a campaign
influence for Edward Canavan, as reported, Canavan would not be steppling out. He is going into the AFM
as assistant to Joe Weber, president.
It is expected that Jacob Rosenberg,
secretary of 802, will become presisecretary of 802, will become presi-It is expected that Jacob Rosenberg, secretary of 802, will become president, with Willie Feinberg succeeding Rosenberg as secretary. Rosenberg denies vigorously rumors of any political significance in the 802 drive, pointean significance in the 802 drive, his insistence being that the drive is sincere with a view of getting musicians more jobs. An average of around 45 appear a day at 802 for examinations in hope of getting into the union. the union

Local 802 will not back-track on Local 802 will not back-track on the funds which the board voted for the purposes of the current drive, amounting to \$250,000, it is declared by union representatives.

MEXICO NAMES NAT'L CENSOR **BOARD**

Mexico City, Oct. 13.

Ple pruning is now of national scope with the appointment of a censorable board of three, all men, by the ministry of the interior, by the ministry of the interior part of the interior production. New board's principal job is to ward against pics that harm the public morals and attack standards of the masses. While the industry has not been officially informed of this action, it is generally pleased and expects good results. Up to the institution were viewed by the censors of the Federal District, which includes this city. A charge of \$1.61 per reel was made. Films that passed these censors usually had a semi-official national okay. But that didn't always work. Often, films had to run the gantlet of state and municipal censors. That developed many a headache.

Americans In London

London, Oct. 6.

Nancy Carroll wearing an out-size in hat quills while traversing Hyde Park. One of America's prominent play-One of America's prominent play-wrights attended the premiere of The Night of Jan. 16' here and snored through the entire first act. Marc Connelly going into manage-ment here, first production being Till decourse for the property of geoffrey Kerr, starring Leslie Banks and Adrienne Allen. Edgar Bergen, ventriloquist, being filmed by Gaumont-British maga-zine.

ine.

Buck and Bubbles tossed a coin
whether they should open in Transatlantic Rhythm,' and Felix Ferry

won. Grace and Nico returning for an-other Cliff Fischer revue in De-

ember. Claire Adams due here any day

Nacht Club Boys playing one of their many return dates at the Cafe de Paris. Opening Oct. 12 for four

Yacht Club Boys playing one of their many return dates at the Cafe de Paris. Opening Oct. 12 for four weeks with option.

Bubbles Stewart to do a single with a pinnist. First opening date Oct. 12 at the Holborn Empire, with the Fosters handling the booltings, each of the William of the Holborn Empire, with the Fosters handling the booltings of the William of the Holborn Empire, with Radio Luxembourg for a 13-week contract on the ether for Sophie Tucker.

Louis Dreyfus wants Buck and Bubbles for leading roles in "Porgy and Bess," which he is producing here shortly in conjunction with Jack Buchanan and Jack Hyllon.

Bob Robinson (Robinson and Martin) dancing with Anna Nesgle in Herbort, Wilcox's latest, "Meiody of Laward Walter, Entre International Control of the Paris of the

Herbert Wilcox's laters, lactory London.'
Walter Futter instructed a friend coming over to buy him a Ford, Meanwhile, Duncan MacMartin decided to sell his Rolls Royce, with Futter becoming the new owner. Now Futter owns both a Rolls and a Ford

Ford.
Thornton Freeland off to South
Africa for exterior location shots for
Paul Robeson picture, which is now
being scripted by Peter Ruric, and
made by Capitol Films.
American Express, I Haymarket,
galler writing a dishy column for the Daily Express, and getting paid for it.
John Lodge and Whitney Bourne
signed by B. I. P.
Sally O'Neil will play the title
role in 'Kathleen Mavourneen' for
Argyle British Prod.
Lu Anne Meredith married her
manager, Lieut. Commander J. P. F.
Turner, at Chelsea register office on
Sept. 28,
Evelyn Dell, in 'Joe Rock Elims'
Evelyn Dell, in 'Joe Rock Elims'
Evelyn Dell, in 'Joe Rock Elims' ord. Thornton Freeland off to South

Sept. 26,
Evelyn Dell, in Joe Rock Films'
latest, 'Calling All Stars,' walked
out, claiming her part was not big
enough, was settled amicably and
she is now back at work,
Joe Rock off to Vienna.
Robinson and Martin going into
the London Casino for Cliff Fischer
till Jack Waller is ready for relacarsals of the new Bobby Howes
show.

20TH MULLING **PRODUCTION IN**

Sydney, Sept. 17.
Probability is that Fox will break into the loes, production field in the near future. Idea depends whether Walter Hutchinson Is of the opinion that the try is worth-while, quota regulations notytithstanding.
One leading, executive of Hoyts was probed on the production try and admitted that Fox might decide to go ahead. Hoyts had, not been tested out on this angle, but it Fox did decide to make pix in Australia Hoyts would no doubt be willing to Join.

Hoyts would no doubt be willing to join.

When Hutchinson gets here this week he will have several knotty problems to untie, mainly in respect to Hoyts and Greater Union. After he gets through with this situation he may have time to tackle.the-pic-production field. It is presumed that it a deal does go on, fox would go into the National studio at Pagewood, N.S. Wales. There would not be any need for studio erection because everything is already set, and work could be started almost at once.

once.

Australia would be a natural for
Fox on production because of the
Local market already waiting, the
easy outlet through Hoyts, and an
entire coverage on distribution,
Would-mean Fox would merely have shoot some performers and hnicans over from Hollywood to the wheels in motion.

SOSKIN'S BRITISH PIX FOR COLUMBIA

London, Oct. 6, Paul Soskin, chief of Soskin Pro-Paul Soskin, chief of Soskin Productions and director of the new Amalgamated Studios at Elstree, sails for New York tomorrow (7) and will confer with Columbia exces on a program of British pictures he will make for them next year. Has four story subjects with him for approval, and will go on from New York to the Coast to finalize details. While on the Coast to Malize details. While on the Coast with players, writers and personalities to work in London. Studios are expected to be running by Jan 1,

Soskin arrived in New York late Monday (12) as did Jack Cohn; Col. V. p. who was abroad for three weeks.

'Romeo' Opens in London, Moving 'Zieggy' to Hipp

Moving Zieggy' to Hipp

**Tromeo'@nd'yullet' (MG) is slated to open at His Majesty's Theatre on Oct-18, replacing 'The Great Zieg-fald' (MG).

Zieggy' will switch the previous night into the London Hippodrome, replacing George Robey's musical 'dops,' 'Gertainly, Sir.' This will be first time-the Hipp has deserted legit for films, idiough the house is 'requently used by picture distributors for trade shows.

Admission scale will be as at His of the Hippodrome, and the start of the Hippodrome of the Hippodrome, and the being Elisabeth Bergner.

Twice postponed, first owing to the start's picture commitment in 'As You Like It', and subsequently because, of her illness. 'Boy David' will first have a tryout at Edinburgh, with a two-week run at the King's theatre from Nov. 21 to Dec. 5.

Rehearsals start this month, with Komisarjevsky handling the production.

The British Version

London, Oct. 4.

They love to flatter themselves here on the magnificance of British film studios, Dr. Les-lie Burgin, M.P., secretary of the Board of Trade, speaking at the opening of the new Pinewood studios last week, said:

Compared with the majestic Pines, the Hollies are stunted bushes!

'ZEEGFELD.' 'JANUARY' THREE WEEKS, BOMBAY

Bombay, Sept. 13.

Despite the increase in exhibition of native pictures, American films still hold the lead here. Out of a total 15, the Yanks have seven. Remainder are split among British and Indian productions. Central Talkie, first-run house, is the second here to switch to natives.

Current are Chaplin's 'City Lights' (UA), attracting crowds; 'Great Ziegfeld' (MG), in for three weeks; 'Captain January' (20th), also three

'Walking Dead' (WB) is proving attractive to horror hounds, and 'King Steps Out' (Col) is okay, both seeing weeks. 'Under Two Flags' (20th and 'Country Doctor' (20th) are also good for a fortnight each, 'Louis Pasteur' (WB) is popular, and 'Show Boat' (U) is playing double dates at the Regal and Capitol, latter for two

weeks.

'Where There's a Way' (Gainsborough) and 'Pot Luck' (British) are the only two British representatives. Natives around are 'Amar Jyoti' (Frabhat), in its 12th week at the Krishna; 'Savkari Pash' (Shakini Cinetone), in the sixth at the Malestir, 'Iyvan Lata' (Madan), sixth at the control of the con

Show Boat' Into 4th Capacity Month, Sydney

Sydney, Sept. 17.
Success of 'Show Boat' (U) at the
Liberty is astounding show biz here.
Pie swings into its fourth month on
absolute capacity and is likely to remain for many weeks, if not months,

more.

Liberty is only a small capacity house, but Dave Martin, manager, reports that for each session every seat has been sold, and bookings in hand at the present time assure capacity for weeks ahead.

DEVALUATED FRANC MEANS MORE HEADACHES TO U.S. PIX, ACTORS

Harry Baur Injured In Automobile Crash

Harry Baur, French film star, his son, his son's girl friend and Baur's chauffeur, narrowly escaped grave injuries in an automobile crash at St. Cloud.

As it was Baur's shoulder was damaged and he suffered head wounds, his 16-year-old son Cecil wounds, his 16-year-old son Ceeil had a rib fractured, and Ursula Git-man was bruised and shaken. American chauffeur, John Webster, also suffered slight cuts and bruises. All were rushed to a nearby hospital after the ctash, which occurred when the chauffeur tried to avoid an accident as he was oversteen by one. accident as he was overtaken by an-other car and nosed into a tree.

NEW METRO **DE LUXER IN** RIO-

Rio de Janeiro, Oct. 1. Rio de Janeiro, Oct, 1.

Carioca society, diplomatic corps
and ex-Broadwayites turned out last
week (26) for the opening of MGM's
new deluxe theatre, Cine-Metro,
William Melniker, S. A. gen, mgr.
for Metro, was on hand and took the

New \$300 000 showhouse is the first

bends.

New \$300,000 showhouse is the first here to have air-conditioning, despite the fact that tropical climate boosts the mercury eight months of the year. It is the first theatre in Rio to have comfortable leather-seats, plain wood being used in all other Rio showhouses.

This is also the first time that a producing company has built and operated its own theatre here. Architect was Robert R. Prentist. Interior is furnished and panelled in Brazilian jacaranda and imbula with an artistic foyer in Don Jaou's motification. Styles, of Brazilian monarchy on, styles, of Brazilian monarchy on the Bounty is the first pic with police in attendance at the bo. to keep the customers in line all week.

First 'three floors of the new the-

all week.

First three floors of the new theatre building will be occupied by the Texas Oil 'Co., with Fox occupying the fourth floor and MGM the fifth.

Will Spell Diminished Rentals and Salaries for Americans-May Help Tourist Biz But Hurt All Other Amusement Branches

Paris, Oct. 4.
From every American angle, the devaluation of the French franc can only mean more headaches. Whether it be applied to large film concerns conducting business in the country conducting business in the country or to the one-person act appearing here for only a two-week's stand, the devaluated franc is going to make them all losers.

This is the information gained by

This is the information gained by VARIETY in a check-up with heads of American film concerns in Europe, Paris music-hall, cabaret, and night club managers who book American

club managers who book Amery ..., acts,

From the film angle, the new franc can only mean reduced returns. As one European general manager pluts it, 'lk take no economist to understand that we shall have to make between 19 and 23 francs profit now to buy a dollar, while a week ago we had a dollar's profit with just a little over 15 francs.'

True that operating costs within the borders of France and its colonies will be reduced for American firms accordingly, but that will in no manner make up for the other losses.

losses.

No Gross Rise

At the same time little, if any, gross rise is anticipated because of the new franc. Political conditions are in such an unsettled state that more francs in circulation of not, b. o. returns are not expected to b. o. returns are not expected to gain to the amount that might or-dinarily be predicted from such an

dinarily be predicted from such an operation.

And it is a certainty that the French market will not stand for higher prices, than are now being garnered for American products, which rides out any chance of the Yanke record of the Yanke read of American acts.

From the angle of American ac who are now appearing, or who have contracts to appear, in France, the situation is still worse. Those the situation is still worse. These who have been here for any length of time and have signed contracts calling for frane payment will have to be content with payment in devaluated francs or forcefully break their contracts. Those who are their contracts. their contracts. Those who are working here and have signed con-tracts calling for dollar or pound payment will, of course, be paid on the new basis, but there are few of them.

them.

Acts which could reasonably be expected to be booked for the future will have to take-less pay in the light of the devaluated franc or not get bookings. Manager of one of the targest music halls in town stated it would mean he would not be able to book expensive, name sets ing to take a round 30%, less than he could have offered before the devaluation.

Pay them on the old Dass." Before devaluation I paid around 7,500 francs for an act drawing \$500. Today, to offer the equivalent of \$500 to the same act would cost me about 11,000 francs. Difference would almost pay for another act. That can only mean foreign acts will have to take less or we can't offer them work."

take less or we ean't offer them work.'
Individual acts working here the week the devaluation took place, with contrasts calling for dollars or pounds, were all in a quandary as to what exchange rate they should be presuluation was decided. 25 but no official quotation was given until a week later, on Oct, 2, when the Bourse reopened. Acts paid off that day reasoned they were entitled to receive payment at the new rate. Some accepted the old rate, others demanded the new! Some compromised.

the legitimate theatre which can reasonably expect to gain at the b.o. Legits should profit most, however, as they employ practically no for-eigners nor do they use imported

eigiers nor do they use imported product.
Night clubs, restaurants, cabarets, music-halls and houses running requires will undoubtedly suffer, for they will be unable 40 offer internationally known name acts.
Tourist business is expected to show a reasonable gain, but this year's tourist season is finished so no large sums can be gleaned because of a cheaper franc from the rubber-neckers until next Spring.

SOUTH AMERICA **NIXES BANK NIGHTS**

Rio de Janeiro, Oct. 1.

There will be no bank night in South America. Roy Brauer, formerly with Universal in the United Sistes, acquired the judgits of it for sistes, acquired the judgits of the former in the process and nixed at the start in Rio.

In Buenos Aires, Brauer got the gag started in 14 theatres. Business was good, Then the government stepped in, fearing it might cut too much of a swath in the proceeds much of a swath in the proceeds.

Brauer and his associates were tood that they could either withdraw immediately or submit to arrest and fight the law in the courts. Brauer's lawyers, Momsen, Freeman & Goyta, were of the opinion that the case could be won in perhass two years, with Brauer technically under arrest and unable to leave the country of the process of the country of the process of the p

ABC NICKED BY COURT FOR BREACH OF QUOTA

stated it would mean he would not be able to be able to be been described by the work ware willing to take around 30% less than he could have offered before the devaluation.

No Expense Brop

My ordinary running expenses, have not decreased in the least, he points out. On the contrary, tey, can be expected to go up. The points out. On the contrary, tey, can be expected to go up. The points out. On the contrary, tey, can be expected to go up. The points out. For the same and other foreign acts and spay them on the old bass.

Before devaluation I paid around, 11,30% produced by British International at Elistree, with defense to the same act would cost me about 11,000 francs. Difference would alternate the produced by British International at Elistree, with defense to the same act would cost me about 11,000 francs. Difference would alternate the produced by British International at Elistree, with defense to the same act would cost me about 11,000 francs. Difference would alternate the produced by British International at Elistree, with defense some produced by British International at Elistree, with defense to the produced by the fact that A.B.C. has its own British pictures supply, produced by British International at Elistree, with defense to the produced by the fact that A.B.C. has its own British pictures supply, produced by British International at Elistree, with defense some produced by the fact that A.B.C. has its own British pictures supply, produced by British International at Elistree, with defense some produced by the fact that A.B.C. has its own British pictures supply, produced by British International at Elistree, with defense some produced by the fact that A.B.C. has its own British pictures supply, produced by the fact that A.B.C. has its own British pictures supply, produced by British International at Elistree, with defense the produced by the fact that A.B.C. has its own British pictures supply, produced by British International at Elistree, with defense the produced by the fact that A.B.C. has

'Deeds' London Record

London, Oct. 4.
After smashing all-time attendance and receipts figures at the Regal, Columbia's 'Mr. Deeds Goes to Town', moved out, making room for another Col pic, 'The King Steps Cut.'

'Mr. Decds' stays put in the West End, however, with double booking at the Dominion and New Victoria, both G-B spots.

Contrast is Warners 'Anthony Ad-

rate, others demanded the new: Some compromised.

And it is not all roses from the French angle, either. Cinema busi-placing with a local production, ness is about the only one outside (i 'Everyhody Dance.'

Autonomous Gov't Rules Set for Catalonia, Barcelona Prods. Told

Barcelona, Sept. 23.

Picture producers in Catalonia are to be permitted to follow the same general rules and regulations as before the revolution, the industry here has learned through the issuance of a statement by the Film Industries department, Syndicate of Public Amusements (National Confedera-

Amusements (National Confederation of Labor).
Queried as to the rules to be followed in production of motion pictures and the status of films produced in the future, the department announced that the producer has all the maximum guarantees to resume film production. Department statement reads, the producer does not need to be alarmed by any sort of rumors.

Film Actor Executed

Berlin, Oct. 4.
Helmuth Klonka, German film actor, who played in 'Acht Maedds in Boot' (Eight Girls in a Boot'). When the bernend in the producer has sole auminated in the bernend to be shall be sha Department merely demands that,

Film Industries department, with appointments made by the Syndicate No reference thus far has been made as to the plays to be purchased for screen productions, but it is unmade as to the plays to be purchased for screen productions, but it is understood that they are to be subject to approval of the Syndicate. Also reported that no author will be permitted to be the director of a film adapted from his own story, and that the director will not be allowed to cut his own picture.

U. S. Status Quo
Paris, Oct. 4.
Negotiations now being conducted in Paris to settle the future outcome of American film interests in Catelonia have so far culminated in definite agreements.

in Catalonia have so are cummated in no definite agreements. Representatives of American com-panies who are taking part in the talks are still working together to drive the best bargain possible with

AVAILABLE NOW!

BIG

RKO-RADIO'S FLASH FOOT-BALL SHOW...WITH THESE FAMOUS ALL-AMERICAN STARS PACKING THE GRIDIRON THRILLS INTO A STIRRING ROMANCE OF CAMPUS AND STADIUM!

CAN

PHILIP HUSTON
JAMES GLEASON
JUNE TRAVIS
BRUCE CABOT
ANDY DEVINE

DIRECTED BY GEORGE NICHOLLS, JR. A PANDRO S. BERMAN PRODUCTION

and

MONK MOSCRIP

KING KONG KLEIN

BILL SHAKESPEARE

BOBBY WILSON

ODDI WILSUN Southern (daimeil

FRANK ALUSTIZA
Stanford

JAY BERWANGER

BONES HAMILTON

GOMER JONES

CHUCK BENNIS

Illinois

Advance Production Chart

Hollywood, Oct. 13, Production activity on the Coast returned to normalcy last week with a total 65-39 features before the cameras. This was made possible by seven pictures transported and placed in the cutting rooms. With the week, leaving a balance of 84 in that department. Total of 12 features are being whitped into shape to start this week, while 45 more are salted to get the going within three weeks.

Columbia

Four in work, 10 editing, nine preparing. In work:

TRED DEPTHS BELOW, reported Variety, Supt. 15, "SAFARI IN PARABISE JARD PADDE CITY TRAIL, repeat Oct.

TNYERLUDE, being produced by Everett Rickin,
Rickin and Harry Lachman, original and screen play by

Cast: Grace Moore, Aline McMahon, Lewis Alberni, Henry Stephenson,
Cast: Grace Moore, Aline McMahon, Lewis Alberni, Henry Stephenson,
Stary centered around temperamental French opera singer who finds
herself stranded in Mexico and uses an American citizen as a foil to gain
entry into America. To gain this end she marries Cary Grant, After
establishing themselves in America, pair wind up in New York with Miss
ettic, Grante et a sensational opera singer over night. She attempts to
ettic, Grante.

Telctures being readied to go into work next are "LADY OF NEW YORK,"
produced by Ralph Cohn and directed by D. Ross Lederman; "WOMEN
OF, GLAMOUR," produced by Everett Riskin, directed by Gordon Wiles.

Metro

Six in work, seven editing, 10 preparing. In work:
"BORN 'TO DANCE,' reported Variety, July 22; 'CAMILLE,' reported
Aug. 12; 'MAYTIME,' reported Sept. 2; 'A DAY AT THE RACES,' reported
Sept. 16; 'AFTER THE THIN MAN' and 'CAFTAIN'S COURAGEOUS,' reported Oct. 1. No new pictures started last week.
Only picture stated to start within month is 'PARNELL,' John M. Stahl
producing and directing.

Paramount

Honri in work, 10 editing, eight preparing. In work:

[MAID OF SALEM! reported VARETY, Sept. 2: 'GOLLEGE HOLIDAY,'
reported Sept. 23; 'ARIZONA MAHONEY,' reported Sept. 30, and

ONE MAN'S BONUS, started last week, produced by Harold Hurley,
directed by Ray McCarey, no writer credits. Cast: E. Horton, Charlotte
Wyater, Porter Hall, Purnell Pratt, Margaret Seddon, J. M. Kerrigan.

Story depicts Horton as a white-collar bookkeeper who, after collecting
his bonus, delyes into stocks and tries to become a man of means only to
he trimmed by a gold digger who finally takes him for what he is and
settles down to the simple life.

OUR MUSS KEANE, MCONING, NOON AND NIGHT,' FIRST ROMANCE' and 'BETTING FEVER.'

RKO-Radio

Three in work, 12 editing, eight preparing. In work:

THERITIED LILL FONS picture, reported VARIETY, Sept. 30.; 'QUALITY THERITIED LILL FONS picture, reported VARIETY, Sept. 30.; 'QUALITY TREETHER SEPT. 10 at street last week. The control of the

Republic

Two in work, 13 cditing, 12 preparing. In work:

"THE BIG SHOW, reported Vaniery, Oct. 7, and "HAPPY GO LUCKY;
being produced by Al Levoy, direction by Aubrey Scotto, original by Eric
Taylor and Olive Cooper, who also work screen play in collaboration with
Taylor and Olive Cooper, who also work screen play in collaboration with
Taylor and Olive Cooper, who also work screen play in collaboration with
Taylor and Olive Cooper, who also work screen play in collaboration with
Taylor and Olive Cooper, who also work screen play in collaboration with
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Taylor and Olive Cooper, who also work screen play in collaboration with
Taylor and Olive Cooper, who also work screen play in collaboration with
Taylor and Olive Cooper, who also work of the Cooper of t

government of piloting a secret plane and divulging its mechanism to Japan. American legation aquares matters finally.

Readled to start this week are "THE CHINESE ORANGE MYSTER!. Readled to start this week are "THE CHINESE ORANGE MYSTER!. DESCRIPTION OF THE CHINESE ORANGE MYSTER! TO START THE CHINESE ORANGE MYSTER! TO START THE CHINESE ORANGE MYSTER ORANGE OR THE MYSTER ORANGE ORANGE

20th-Fox

Eight in work, four egiting, 10 preparing. In work:

MEUNION and "LOYDO ON LONDON, reported Vanery, Aug. 10:

CAREER ON AN AMILION: ON LONDON, reported OFERA, reported Sept. 30: "ONE IN A MILLION" and "STOWAWAX, reported Sept. 30: "SANJO ON MY KNEE, reported Ct. Started last week:

'CRACK-UP, produced by Sam Engel, directed by Mal St. Clair, no writing credits. Cast: Peter Lorre, Brian Donley, Helen Wood, Thomas Beek, Kay Linaker, J. Carrol Naish, Lester Mathews, Duncan Renaldo.

Støry centers around international competition for air supremacy wherein all nations compete in a transatiantic flight from New York to Berlin. Control of the Control

United Artists

Two in work, two editing five preparing. In work:

"LOVE UNDER FIRE," reported VARETY, Sept. 9, and 'WE LIVE ONLY
ONCE," reported Oct. 7. No new pictures started last; week.
Readied to start are 'ADVENTURES OF TOM SAWYER,' to be produced
by Selznic-International, and 'HISTORY IS MADE AT NIGHT,' produced
by Walter Wanger,

Universal

Three in work, 13 editing, eight preparing. In work:
"THREE SMART GIRLS," reported VARIETY, Sept. 16, and started last

Three h work, 13 editing, eight preparing. In work:

'THREE SMART GIBLS, 'reported VANETY, Sept. 16, and started last
week:

MURDER ON THE MISSISSIPPI,' produced by Val Paul, directed by
Arthur Libin, original by Fred McIsaac, adapted by Jefferson Parker and
Nogers, John Eldredge, Pierre Walkin.
Story is about newspaper reporter, stranded in New Orleans, who witnesses a murder while on an excursion boat. He uses this to land a job
on New Orleans paper, and in digging up the facts becomes involved, romanically with girl whose father committed slaying.

"10F OF THE TOWN,' produced by Lou Brock, directed by Walter Lang,
ariginal story by Brock, songs by Jimmy McHight and Harold Adamsonthert, Gregory Ratoff, Henry Armetta, Gertrude Niesen, Ella Logan, the
three Sailors, Jack Smart, Gerald Oliver Smith, Peggy Ryan, Zen Vatori,
Jackie Billings, Russell Wade.
Readied for early production are 'BLONDE DYNAMITE,' to be produced
by E. M. Asher and co-directed by Lewis Foster and Milton Carruth;
TREYE, to be produced by Robert Pressell and directed by Lew Collins;
TREYE, to be produced by Robert Pressell and directed by Lew Collins;
ON, DOCTOR, to the Pressel production with Sidney Sallow directing.

VIII

Warners

PRODUCTION TABLE

(Shows number of pictures promised by the various major producing companies for the 1936-37 program and number of picfures 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 new season.	Pictures now in work,	Pictures now in cutting rooms.	Balance yet to go before cameras.	Total pix in prep- aration.
COLUMBIA	50		50		4	9	37	8
Larry Darmour	8		×	1		1	6	1
METRO	43	***	48	1	6	7	34	9
Hal Roach	4		rt				4	1
PARAMOUNT	48		43	11	3	Ř	26	5
B. P. Schulberg	×		£.	1		1	6	ï
Emanuel Cohen	8		f:			1	7	1
R. A. Rowland				2				
Harry Sherman			6			11	G	ì
Frank Lloyd	···· ;		1		1			
RKO-RADIO	39	5	41		3	13	29	. 5
David Loew	2						2	1
Geo. Hirliman	~		19	1		1	4	ï
Sol Lesser.			:				3	ī
REFUBLIC	EE:		GI		2	ii	48	1î
A. W. Hackel	10	.,	16			ĩ	15	~7
20TH FOY	10		63	13	3	ā	32	ĝ.
20TH-FOX	00	• •	- 66	1			5	ĭ
Sol Lesser			•		• • •		•	•
UNITED ARTISTS			7	1	1	1	4	1
Sam Goldwyn	.71	• •	÷	•	î	•	â	2
Walter Wanger	7	• • •	ċ		•	'i	ă	ő
Selznick International		• •		· i		•	*	
Plckford-Lasky	!		i	i	••			•••
Reliance	1	• •	÷	•	•		· i	••
Elisabeth Bergner			5		• • •	•••	ô	••
Criterion Films			:		••	•••	6	
Korda London			40		.,	12	. 27	.:
UNIVERSAL	41	3	49	•••	••	10	31	۰
Buck Jones	8		eà	23	**	12		::
WARNERS	6)	• •	99	40	,	1.3	17 .	19
1			528		39	84	342	
TOTALS	516	13	328	95	69	61	34%	89

20TH STUDIOS CONCENTRATED IN WESTWOOD

Hollywood Oct 13.

Hollywood, Oct. 13.

The old Fox studio at Sunset and Western will be completely abandoued in a few days, with only laboratory workers remaining. Sol Wurtel, who produced there, is taking his entire station to 130 moved. Fox the station of the st

HERB OCHS AS GRAD SEARS' AIDE AT WB

Herb Ochs, branch, manager for Warner Bros, at Atlanta, has been appointed assistant to Grad Sears, general sales manager at the home office. In New York Monday (12) for the appointment, Ochs went back to Atlants immediately to install his succession, Joe Vergessicht, and will probably be back in New York today (Wed).—or tomorrow United the Atlants of the Atlants

Columbia Erects New Administration Bldg.

Hollywood, Oct. 13.

Execs at Columbia studio are on the move—and will be for three months.

months.

Workmen last week started to raze the present studio administration building. Writers and directors will be quartered wherever desk space can be found during the three-month period it will take to tear down the old building and to erect the new

Campbell, Grandcourt Of G-B In for U.S. Look

Of G-B In for U.S. Look
Charles de Grandcourt, GaumontBritish story and talent scout, who
came in on the Hindenburg with
Jimmy Campbell, G-B's music publisher and song exploiteer, hies to
the Coast the end of this week. De
Grandcourt will 6.0. Hollywood
talent for a couple of weeks and then
return to England.
Campbell is due for a swing
around the American keys a week
or two hence. London music pubins. split with Campbell-Connelly
Co. and is concentrating solely on
Cinephenic Music Corp., G-B song
zubsid.

Madison Orph's Bkptcy

The Orpheum Theatre Co., of Madison, Wis, filed a petition in bankruptey in U. S. District Court, H. Y. No schedule of liabilities yet filed, but the petitioner claims cash casts of \$8,510 deposited in the Irving Trust Co.

Irving Trust Co.

Among the creditors named are Morris Sornoff of Paramount Distributing Corp. Stadium Theatre Corp., T. F. O'Connor, eity treasurer of Madison, Capitol Investment Co., and the Beacrott Bldg. Co. of Wisconsin.

BOBBY BREEN'S BALLYISTS

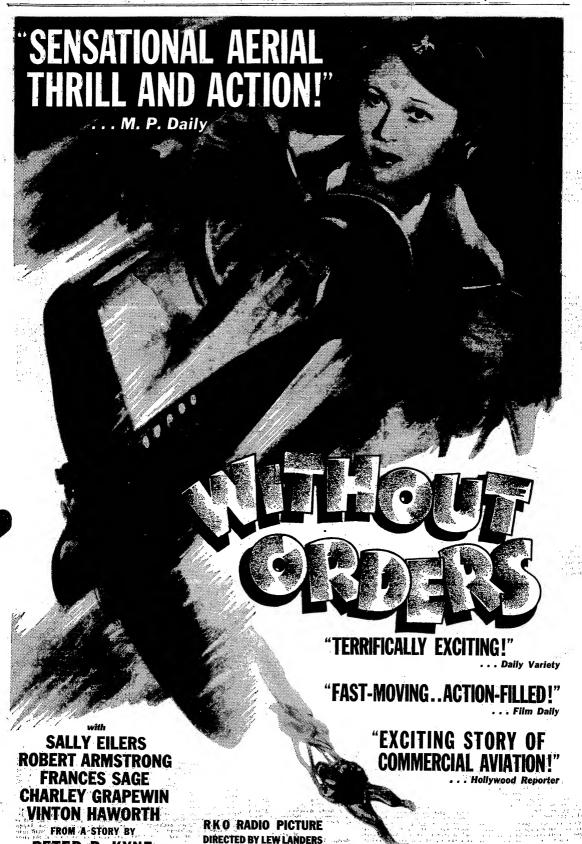
BOBBY BREEN'S BALLYISTS

Hollywood, Oct. 13.

Six publicists have been cedded to Sol Lesser's payrolt to exploit the Bobby Breen starrer, 'Rainbow on the River,' for RKO release.

Mort Milman, Johnny Mitchell, Arthur Janisch, Wally Schooler, Wilbur Riley and Blanche Staffer will bur Riley and Blanche Staffer will bur Riley and Blanche Staffer will bur Riley and Blanche Staffer will be will work with RKO's publicity departments here and in New York.

PETER B. KYNE



ASSOCIATE PRODUCER CLIFF REID

EXPLOITATION -:- By Epes W. Sargent

Slogans for 'Jim'

St. Louis. St. Louis.

A fanfare of publicity and advertising preceded Piccadilly Jim, current attraction at Loew's here. Jimmy Harris, pa., and Mgr. Harold Chick Evens, collaborated in one of best exploitation campaigns this house has had for several months.

best exploitant campaigns the house has had for sentered months, and the sentered months, and the sentered months are sentered as the sentered months and the sentered months that the sentered months thus enabling house to garner more free space. Paper, at beginner more free space. Paper, at beginner more free space. Paper, at beginner more free space and sentered more sentered

if greed to tun it for sixty days.

If agreed to tun it for sixty days.

If another fine angle of campairm was special tieup with local radio station for plugs on two programs daily. Harris sold idea to local sponsor to use Hollywood chatter, supplied by. Loew's via MG's publicity dept, to pep up, interest in sponsor's daily broadcasts. Theatre thus cashes in on swell plues on two programs in on swell plues on two programs in one well plue on two programs with the program and is running pix of star from feature with cut lines plugging attraction and theatre playdate.

Exploiters also arranged for dis-

tut lines plugging attraction and thatre playdate.

Saplotteers also arranged for distribution of 50.000 circulars through Kroger Grocery Co.'s chain of stores by over-the-counter and in outgoing parcel methods. These stores also provided window space for displaying lix14 cards in special frames plugging to the country of the country

His Final Splash

Winnipeg.

Larry Graburn, manager of the Capitol, and who is to leave this city soon, under the Famous Players changes is certainly making the town 'Capitol conscious' before he leaves.

changes is certainly making the town 'Capitol conscious' before he leaves. Things started happening when he ran a trailer entitled Faratt of Elisa. Things started happening when he ran a trailer entitled Faratt of Elisa. Working in with the screen trailer he plastered all his heralds with the same copy thereby working in several advance weeks of publication of the construction of the control o

devertibels.

Graburn also going heavy on both Godfrey' and 'Adverse' plastering stuff all around town. Godfrey' stills being planted in several 'firsts' among them Child's catery. Strange angle planted in several 'firsts' among them Child's catery. Strange angle potential record grossman of the new manager, Harold Bishop.

On 'Road to Glory', current attraction, Graburn has jumped across the Red river into French territory to pull the populace in on the strength war epic.

Helping 'Scot Mary'

With movie reviews and word-nouth talk reaching city al

With movie reviews and wordof-mouth talk reaching city all
against Mary of Scotland, Walt F.
Davis of Capitol, Regina, Sask, put
on heavy campaign that brought
splendid results and packed house.
Ease of obtaining Scotlish pipers
and drummers in city helped as
Dave had placarded trio in kills on
opening day. Started four weeks in
advance with foyer display made up,
and changed regularly, of trade journals, pre.s books, etc.
Teaser trailers began two, weeks in

nals, pre.s books, etc.
Teaser trailers began two weeks in
advance plus magazines in foyer; one
week in advance added radio plugging, mailing of programs to 20 adjacent towns ten days in advance.
Little Theatre Guild member to call
on schools, colleges, all club meetings, leaving blotters with theatre
message, boosting program by talks
and suggesting theatre parties.
Two amateurs gaye seene from

Two amateurs gave scene from play on theatre stage during engagement. Invitations to 20 oldest Scottish couples in city to attend mateurs

Local Pix Makes Good

Because much of 'The Gay Desperado' was made in and around Tueson, the U. A. exchange in Los Angeles gave the Fox theatre in that town the world premiere of the Martini quis on .Oct. 1, and Roy P. Drachman erupted all over the place.

First shot was wires from the producers and stars congratulating the management or getting it first. These yere blown up for use in the lobby and in general windows. Tucson swelled with pride.

swelled with pride.

A large quantity of stills showing the Tueson locales was ordered and 15 stores took what the theatre could not use for the lobby. Local angle had all the natives goggling. When the still the sti

page.

For a week in advance the main street was decorated and bannered with appeals to local pride, while the lobby broke out into a display of all the lobby broke out into a display of all the local pride and the like the lobby broke out into a display of the local price and the like the local price and the like the local price and local pric

p. a. system at all football games. A thorough use was made of the songs on the radio and in dance spots, and singers also attended the business of the songs of

Business was sold out for the first wo nights, with reserved scale for Business was sold out or the first two nights, with reserved scals for the opening night, and the house broke the Saturday night record, the week-end record and the run record, 'Desperado' being the only picture ever to have run a full week.

Active in Newport

Harry Brown, Ir., has been busy at the Paramount, Newport, with a raft of stunts, the most interesting of which, from a practical angle is his tagging of a football game.

bit wince, from a practical angle is bit tagging of a football gamed, he may be to pure a few parts with a sign on a pole long enough to permit it to be raised above the fence. Sign sold the rally at the theatre that evening, but it is good wherever the need for inside advertising from the outside arises. Other stunts, pulled off with the aid of Syd Solomon and Ed Shea, really, which was held at the theatre the evening of the game, the local players being presented with uniform sweaters.

For an amateur night he added a

uniform sweaters.

For an amateur night he added a country store giveaway, with plenty of presents. Either stunt alone has coined in, but the two together look like more than dopulative contest, with pony prizes, he is pepping the Saturday sessions by awarding a bicycle to the girl bringing in the largest number of votes. Next week a boy gets a wheel. The votes are provided that the property of the price of the price

Two girls dressed as pages gave out carnations on To Mary, With Love, and for The First Baby, he edged his banner with celluloid dolls large enough to be diapered with handlerchicks.

Getting underway is a doll fashion show.

Built a Weakie

Spartanburg. Example of how a mediocre film can be splurged into the good biz class was State's handling of 'Don't Turn 'Em Loose,' crime flicker, here.

Turn 'Em Loose,' crime flicker, here. Film was up against heavy competish from nabes, two straight across stree but drew top creating the street of the stre

'Convicts' were shifted when they became cramped, and sometimes did a duet in confinement.

a duet in confinement.

Plus this was special press ballyhoo and gala piacard and ether stuff.
Fred Reid, aide of Stone did most
of the air plugging. Check-up revealed one of best takes theatre has
had in several moons. Some houses
in aread played film one day and let
it go at that

· Doggone Luck

Atlanta, Oct. 13. Atlanta, Oct. 13.
Eddie Melniker, mgr. of
Loew's Grand, recently received
a letter from Louie Ramm, UA
exploiteer, explaining why
Louie wouldn't be able to
be in Atlanta to handle the
'Dodsworth' campaign.

Dodsworth' campaign.
It seems that Louie was paying a call on Bill Hendricks,
Warner theatre manager in
Memphis, when Bill's dog bit
the UA representative, causing
him to lay over in Memphis for
two weeks to be pasteurized'
while waiting to see if the
pooch developed rabies,

poocn developed rabies.

Ramm's letter to Melniker concluded: 'I don't know why the dog bit me, because we have always been on the friendliest terms.'

Capping for Cartoons

Charlotte, N. C.
The Carolina press is giving Mickey Mouse the works just now-as part of his birthday celebration. None of the local house are bashfulin asking for special tooling for through like it was paid advertising. Charlotte dailies made special cuts for the theatres here, to show Mickey in birthday mood and poses. Houses celebrated with 100% Mickey Mouse me that. and the papers helped out the Advertise of the Carolina of the Carolina

matinees, and the papers helped out on that.
The on their promotion and pad a live Mickey couring about by bus in the territory served. Quite a greeting party was arranged for his arrival in Asheville from Charlotte. Another animated character readout the couring and the couring the couring and the couring the courin

'Frisco Hot on Two

San Francisco.

Phil Phillips, advertising manager for F-WC here, realized he had a pip of an exploitation picture in 'Ladies in Love,' currently at the Warfield, and took advantage of it.

of an exploitation picture in Manies and took advantage of it.

"San Francisco News Company distributed 200 window cards to news stands and magazine stores. Theatre also got a full page spread in the Examiner In a co-op ad with RCA playing up 'Ladies in Love with the Magic Voice of RCA-Victor. Lachdout 1900 per 1900

and the Meximos photo stude that the court of the picture. Lobby of the theatre was one of the most attractive in a long time. On one side the Warfield had four-foot pletures of the women in Lacker, with small photographs of the most attractive in a long time. On one side the Warfield had four-foot pletures of the women in Lacker, with small photographs of the women. United Actists Theatre took advantage of striking gowns worn by Ruth Chatterton in Dodsworth' and had Clinema Shop at the Emporium. Theatre secured these originals from the United Artists studio. Ten thousand bookmarks were placed in thousand bookmarks were placed in thousand bookmarks work very effectively here. San Francisco News Company, distributor of magazines, dished out 1,000 cards which were word with this because Screen Play Magazine, which it handles, selected 'Dodsworth' as best picture of the month. Paul Lukas who wears clothes well, haberdashery, Soveral co-op ads are also in the offing.

BEHIND the KEYS

Canton, O.
George Ellis, city manager of the
State and American, East Liverpool,
in the Eye and Ear hospital at Pittsburgh, recuperating from a mastoid
operation.
Olympia, Stubenville, has returned
from a three months visit to his
native Greece.

Olympia, Steubenville, has returned from a three months visit to his native Greece.

After several years of straight films, Union. New Philadelphia (Shea), has inaugurated a policy of unit stage shows will play the Gus Sun unit attractions two days a week. Units have their own bands, L. W. Hutcheon, manager, announced.

Warner's Madison will play at least three legitumate stage power than the property of others penciled in for later in the season, according to William Dworski, manager. House policy is straight first run films.

Daramount, Omaha's uptowa show palace, will reopen with a film policy Thursday, October 22. Ted Emerson moves up from the Omaha to manage the house.

Oscar Peck, present treasurer at the Orpheum, is assigned the post of assistant manager. Emerson's by Jimmie Schlatter, present assistant manager at the Orpheum, Jack Kolbo, now in the treasurer's chair at the Omaha, will move up to be Schlatter's assistant manager. As a treasurer at the Compheum, Jack Kolbo, now in the treasurer's chair at the Omaha, will move up to be Schlatter's assistant manager. As pheum, vacated by Schlatter, will be taken over by Orville Renne, now at the Omaha.

Judge Challes Waynesourg, Pa.
Judge Challes W. Waynesourg, Oct the
Greene county could have for the
Greene county could have for the
greene county could have for the
potion vote held here last fall in
which Sunday motion pictures were
donned was illegal becaus; of the
to the vivers on a separate ballot.
He ruled that placing the question on a separate ballot was mandatory and directed that another
election on the issue be held this
fall.

Des Moines.
Hal Shcridan named manager of
State. Tri-States house in Ccdar
Rapids. It was reported last week
that he would manage the Fort. Rock
Island, but H. D. Grove will continue

Island, but H. D. Grove will continue as manager there. With the promotion of Rockey Newton as district manager for Tri-States, succeeding Stanley A. Brown. resigned, John Krier, who was New-ton's assistant in Cedar Rapids, takes over the Paramount.

Greenville Enterprises, Inc. (Wilbuy-Kincey owned) signed \$100,000 real estate deal for long-time lease on the Jervey-Order Be Carolina and Rivoll here will spend \$50,000 remodeling the present structure into small house to be opened in April; capacity, 800.

Youngstown, O. Nine union pickets have been as-gned to duty in front of the Re-

Joseph Lefkowitz, manager of Proctor's RKO theatre, Troy, will marry Hilda Bookheim, of Albany, at a ceremony in Delmonico's Hotel, New York City, Oct. 18.

Woodcliff, N. J. Bloom & Goldfarb opened their roadway here Oct. 9.

Several changes are to take place in the local Famous-Players Canadian, line-up before the end of the month.

Thibman, local division manager, fo return to his old stamping ground at Ottawa, this time as director of that diversion, after nearly a year in this distract.

It is believed that Famous will close their local office there only being actually two F-P houses left in seven of the old Famous chain on an understood 50-50 basis some few months ago.

seven of the old Famous chain on an understood 50-50 basis some few months ago.

Will will contain the property of the following the following

Spartanburg, S. C.

Spartanburg, S. C.
R. B. Talbort-tity Wilby-Kincey,
mgr., back from western district
manages huddle in Charlotte. Biz
reports good.
Nothing But Dames' company
staged a midnight comp show for
Spartanburg theatrical employees
club, meeting starting at 11:50 pm.,
following four performances that
Wilby-Kincey, through City Mgr.
Rob Talbert is dickering with Spartanburg city council in an effort to
get ensuing fiscal year leense rates
shaved. Mayor Ben Hill-Brown has
called huddle of associates with
Talbert to argue matter.

Seattle.

Granada and Columbia in The Dalles, Ore., purchased by Sterling Chain Theatres (John Danz) marking first expansion of his still participated by the state of the still participated by munager at The Dalles for Sterling. Poy Balkowsky hav succeeded Monte Norman as assistant manager of Fitth Avenuc, where Andrew Saso is mgr.

Hamilton, O. City Council Upper Sandusky, finally approved construction of a new deluxe theatre there. House will be built by Leo T. Jones, operator of the Star.

Work has started on a new theatre here to be operated by Roy E. Morton of Columbus, who operates a chain in this section. Will seat 1,200.

C. J. Latta hae just been upned to assistant zone manager for WB here under Harry Kalmine. In addition, he'll continue as circuit's district chief looking after Main Line and downtown houses. Ben Kalmenson, ners, previously served as both Kalmine's chief aide and supervisor of booking operations. Latter duties have since been taken over by Oscar Kuschner, former oxchange boss 18 Barron, at one time head Pittsburgh

(Continued on page 67)

Store Hooks Many

Store Hooks many
Following Macy's loby tic-in with
White Horse Inn' at the Center, any
number of first-class stores are
angling for similar stunts on Broadway offerings. Latest is extensive
proveram planned on opening of De
Basil Ballet Russe at the Metronollian pers. The Court of De
Lian Ders. The Court of De
Lian D window space.

window space.

Bonwit-Peller out in an early bid for a 'L'Apres Midi du Faun' idea, so as to introduce a new faun color which they have. Lord & Taylor plans to utilize 16 show cases in the store front, entirely devoted to a like number of ballets.

number of ballets.

The book stores are plugging their ballet publications. New York's first complete color candid camera shots will be on view in American Piano company, tylen by Nicholas Langen and Leigh Irwin.

French Line makes a denarture from its usual travelog displays to feature a 'Scherezade' and 'Concurrence' window respectively. Gerald Gorde is p. a. ing the attraction for S. Hurok.

S. Hurok.

Sales, Fifth Ave. is reported looking at Vincente Minnelli sketches for
'The Show Is On' to do a layout
when that revue opens. Department
store ad leads consider such deals
good because of tourist influx.

School Hook

Independent manager with a fairly large house has framed this season what he refards as one of the best school tic-ins he has heard of. Through the summer he persuaded the school board to add a weekly session on commenced as the assistant instructor. Man serves without yay.

stant instructor. Man serves with-out pay.

Every week the house man takes his press books and other materials his press books and other materials all about the coming attractions. With their aid and suggestions he lays out his lobby frames for the ensuing week, keeping up a running fire of comment as he lays in his designs. Result is that every pupil is keenly interested in the theatre's poster display and brings his friends technique.

Frequently happens that a member of the class thinks un a batter de-

technique.
Frequently happens that a member of the class thinks up a better design than the staff artist can, and is permitted to sketch in the design while the others look on. Staff man then points up the work, at the same (Continued on page 57)



THE CASE OF THE



A title that fits your October
31st spot like an usher's uniform—and Perry Moson at his best in the latest of those two—and—a—half-million-reader Erle Stauley Gardner stories for Liberty Magazine! You get it with the backing of the Clue Club, from

Warner Bros.



CALENDAR OF CURRENT RELEASES

Chesterfield Offices: 1540 Broadway, New York, N. Y. Lady Luck. Story of a sweepstake winner. Patricia Farr, Wm. Bakewell. Dir. Chas. Lamont. 62 mins. Rel. July 8.

Offices: 729 Seventh Ave., New York, N. Y. studio: Gower at Sunset, Hollywood, Cat. Columbia

Addul the Dammod. The story of Abdul Hamid II of Turkey, Nis Asther, Adrienne Ames, Fritz Kortner, Dir. Karl Grune, Rel. May, Rev. May 13 Adrenture in Manhattan. Joel McCrea, Jean Arthur, Reginald Owen, Herman Bing, Rel. Sept. 20.

And So They Were Married. Two kids mingle in the affairs of their parents. Meivyn Douglas, Mary Astor, Edith Fellows, Jackie Morgan. Dir. Elliott Nusen. 12 mins. Rel. May 10. Rev. May 20.

Avenging Waters. Western. Ken Maynard, Beth Marlon. Dir. S. G. Bennet. 56 mins. Rel. May 10. Rel. May 10

Blackmaller. Eight persons face suspicion of murder of a blackmaller. Wm Gargan, Florence Rice, H. B. Warner. Dir. Gordon Wiles. 66 mins. Rei July 10. Rev. July 29

mins. Rel. May 8.

Blackmaller. Eight persons face suspicion of murder of a blackmaller. Wm.
Gargan, Florence Rice. H. B. Warner. Dir. Gordon Wiles. 66 mins. Rel
Gargan, Florence Rice. H. B. Warner. Dir. Gordon Wiles. 66 mins. Rel
Gargan, Florence Rice. H. B. Warner. Dir. Gordon Wiles. 66 mins. Rel
Gartie Thief. The. Western. Ken Maynard, Geneva Michoell. Dir. Spencer
Gordon Bennett. 58 mins. Rel. Feb. 28. Rev. May 27.

Counterfeit. Showing the operations of the Treasury Secret Service man. Chester Morris, Margot Grahame, Lloyd Nolan, Marian Marsh. Dir. Eric C.
Cralf's Wife. John Boles, Rosalind Russel, Billie Burke, Raymond Walburn.
Rel. Sept. 30.

Peril's Squadron Dir. Rel. Rosalind Russel, Billie Burke, Raymond Walburn.
Rel. Sept. 30.

End of the Trall. Jack Holt, Douglas Dumbrille, Louise Henry, Eric C. Kenton.
Rel. Sept. 19.

Final Bour, The: Angell S. Rev. May 13.

Final Bour, The: Mether and the State of the Horse of the State of the Trall. Jack Holt, Douglas Dumbrille, Louise Henry, Eric C. Kenton.
Rel. Sept. 19.

Final Bour, The: Mether and the Bullemy, Marguerite Churchill. Dir. D
Ross Lederman. 57 mins. Rel. July 7. Rev. Aug. 25.

Fugitive Sheriff, The. Western. John Wayne, Beth Marion. Dir. Nate Gatzert.

18 mins. Rel. June 1.

Heneed State of the State of the

Studios: Burbank, First National Offices: 321 W. 44th St., Brides Are Like That. From play 'Applesauce.' Confident youth. Ross Alex ander, Anita Louise. Dir. Wm. McGann. 66 mins. Rel. April 18. Rev March 25

March 25
Bullets or Ballots. Edw. G. Robinson battles racketeers. Edw. G. Robinson
Joan Blondell. Dir. Wm. Keightey. 68 mins. Rel. May. Rev. June ?
Case of the Velvet Claws. Warren William. Claire Dodd, Winifred Shaw, Dick
Foran, Joseph King, Eddie Acuff. Dir. William Clemens. 69 mins. Rel.
Aug. 15. Rev. Sept.

Aug. 15. Rev. Sept.

China Clipper, A drama of the trans-Pacific airways. Pat O'Brien, Bevery Roberts, Ross Alexander, Humphrey Bogart, Marie Wilson, Henry B. Walthall. Dir. Raymond Enright. 70 mins. Rci. Aug. 22. Rev. Aug. 19.

Down the Stretch. A thrilling melodrams of the sport of kings. Patricla Ellis, Mickey Rooney, Dennis Moore, William Best. Dir. William Clemens. 85 mins. Rel. Sept. 18.

Earthworm Tarkons. Dir. Bularious adventures of Alexander Botts, super tractional Confession of the Sept. 18.

Earthworm Tarkons. On E. Brown, June Travis, Guy Kibbee, Dick Foran, Carol Hughes, Gene Lockhart. Dir. Raymond Enright. 69 mins. Rel. July 18.

Rev. July 29.

Golden Arrow The. Bette Davis Gooder Street Carol.

tor salesman. Joe E. Brown, June Travis, Guy Kibbec, Dick Forian, Carol Hughes, Gene Lockhart. Dir. Raymond Enright, 68 mins. Rel. July 18.

Golden Arrow. Bette Davis, George Brent, Carol Hughes, Henry O'Nelli
Golden Arrow. Bette Davis, George Brent, Carol Hughes, Henry O'Nelli
Golden Arrow. Bette Davis, George Brent, Carol Hughes, Henry O'Nelli
Hearts Divided. Marion Davies, Dick Powell, Charles Rugeles, Edward Everett
Horton, Arthur Tracelor. Dir. Frank Borzage. Rel. May 30. Rev. June 19.

Law Henry Martin Marion Davies, Dick Powell, Charles Rugeles, Edward Everett
Horton, Arthur Tracelor. Dir. Frank Borzage. Rel. May 30. Rev. June 19.

Law Henry Marion Barten, Dir. Brent Broomand. Sa mins. Rel. May 22. Rev. July 22.

Love Breins at Twenty. Comedy of young love. Hugh Herbert, Patricla Ellis, Tank McDonald. Sa mins. Rel. May 22. Rev. Sept. 28.

Murdet by an Artsocrat. Whodunit. Lyle Taibot, Marguerite Churchill. Dir. Frank McDonald. Sa mins. Rel. May 23. Rev. Sept. 28.

Murdet by an Artsocrat. Whodunit. Lyle Taibot, Marguerite Churchill. Dir. Frank McDonald. Sa mins. Rel. May 23. Rev. Sept. 28.

Murdet by an Artsocrat. Whodunit. Lyle Taibot, Marguerite Churchill. Dir. Frank McDonald. Sa mins. Rel. June 18. Rev. Directorsed by gold-digsing, girl friend, finds love and success away from Big City. Al Joison, Sybil Jsson, Yacht Club Boys, Cab Calloway and Band. Edward Everett
Shorton. Dir. William Keighler, Sa mins. Hell Lichninhe triangle. George Brent, Genevieve Tobin, Glends Farrell. Patricle Ellis, Frank McHugh. The Cheb. Library School. School.

Grand National Offices: R.K.O. Bldg.,

Graniq Ivational

Releases Aiso Allied, Chesterfield and Liberty

August Week-end (Chesterfield). Light, briezy entertainment about the financially and socially tangled lives of the smart sct. Valorie Hobson, Paul
Harvey, Betty Compson. Dir. Charles Lamont. 70 mins. Rel. April 10.

Rev. July 22.

Gelow the Deadline (Chesterfield). Cops and robbers in the financial district
June 10. Parker, Russell Hopton. Dir. Geo. H. Bacheller. 69 mins. Rev.
June 20.

une 10.

of Sighs (Invincible). The drama of a girl who pits her wits against angester in her fight to save an innocent man from the chair. Onslow tevens. Dorothy Tree, Jack La Rue. Dir. Phil Rosen. 66 mins. Rel

Sevens, Dorothy Tree, Jack La Rue, Dir. Phil Rosen, 66 mins, Rel March 5, and Marriago (Invincible). A screen version of Ursula Parrott's great Rédbook Magazhe novel, "Brilliant Marriage." Ray Walker, Joan Marsh Dir, Phil Rosen, 64 mins, Rel. March 25, in Calamity (Hrillman). Natural color. Geo. Houston, Marian Nixon, Rel. Oct. 20, Houston (Calamity Churchille). A fast-moving mystery, presenting a baffling Hour, The Chesterfield). A fast-moving mystery, presenting church Churchill.

Rel. Oct. 26.

**Mour. The (Chesterfield) A fast-moving mystery, presenting a baffling problem in crime detection. Irone Ware. Ray Walker, Burton Churchill. 10.

**Other Charles Lamont. Rel. Jan 18. Rev. Aut. 3.

**Other Charles Lamont. Rel. Jan 18. Rev. Aut. 3.

**Other Charles Lamont. Rel. Jan 18. Rev. Aut. 3.

**Other Charles Lamont. Rel. Jan 18. Rev. Aut. 3.

**Other Charles Lamont. Rel. Jan 18. Rev. Aut. 3.

**Other Charles Lamont. Rel. Sept. 29.

**Pames (Liberty). Musical. Majoric Rambeau, Florine McKinney, Law. Prace Gray. Dir. Wm. Night. 65 mins. Florine McKinney. Law. Plant 19. Rev. July 22.

**Pames (Liberty). Musical. Majoric Rambeau, Florine McKinney, Law. Plant 19. Rel. Aut. 19. Rel. April 1. Rel. April 19. Rel. April 19.

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

The running time as given here is presumably that of the projection room showings and can only approx imate the actual release length in those states or communities where local or state censorship may result local or state censorship may result in deletions. Running time in the reviews as given in 'Varlety' carry the actual time, clocked in the theatre after passage by the New York state censorship, since pictures are reviewed only in actual theatre charulars.

showings.

While every effort is made to hold this list accurate, the information supplied may not always be correct, even though official. To obtain the fullest degree of accuracy, 'Variety' will appreciate the co-operation of all managers who may note discrepancies.

Studio Placements

Jack Mack, Tony Pawley, Carleton Young, Evaly Tony Pawley, Carleton, Young, Evaly Tony Pawley, Carleton, Young, Evaly Tony, Young, Evaly Cong, Evaly Tony, Young, Y

Eddy Waller, Banjo on My Knee, 20-F.
Selmer Jackson, 'Charlie Chan at the Opera, 20-F.
Frank Strayer, Cap P.
Green Construction of the Constructio

Col.
Snowfalse, Dodge City Trail; Col.
David Oliver, Michael Loring,
Michael Fitzsimmons, Robert Fulton,
Hold, Richard Carde, Edward Broden
Joyce Comboton, Claude Gillingwater,
Russell Wade, Jimmy Flavin, Pat
Gwallev, Rien Mitchell, Edward
Gwallev, Rien Mitchell, Edward
Earle, Murder on the Mississippi, Grandler, Thee Smart
Gillis, V. Chrandtler, Thee Smart

Earle, 'Murder on the Mississippi,' U.
Lane
Chandler, Thiee Smart
Girls,' U.
Henry Armetta, 'Jackle Billings.
Russell Wade, 'Ton o'the Town,' U.
Ruth Robinson, Flying Hostess,' U.
Russell Wade, 'Secret' Agent
X-9,' U.

Russell Wade, Secret Agent
Walter Miller, 'Justice After
Dark, 'WB.
Russell Simpson, Wedgewood
Newell, William Cromwell, 'Mountain Justice.' WB.
Dickey Moore, Dickic Jones, 'Bad
Man's Territory' WB-m Muir, 'The
Gordon Oliverand, WB.
Lordon Chromother WB.
Kenneth, Thomson, Eduardo Cian(Continued on page 55)

In His Steps (Zeidman). Parental trouble that followed an elopement. Eric Linden, Cecilia Parker. 77 mins, Rel. Sept. 22. Little Red Schoolhouse, The (Chesterfield). Gay, carefree childhood in the little red schoolhouse—rebellious, misunderstood youth behind gray reform walls. Frankle Darro, Dickle Moore, Corky. Dir. Charles Lamont. 66 mins. Rel. March 10. Rev. May 27.

mins. Rel. March 10. Rev. May 27.

If Avenger (Diversion). The government makes him a marshal and outlaws fear and hate him for the riding dead-shot that he is. Boot Gibson, Ruth Mix, Buzz Barton. Div. Harry Fraser, 87 mins. Rel. June 15.

Devil Island (First Division). The povel and exciting adventures of a savage quene who ruled an island of virgins and the men who came awa and were conquered. Native cast Dir. Raphael J. Sevilie. 63 mins. Rel. June 1.

of the Gringe (Finney). Tex Ritter, Joan Woodbury. Rel. Oct. 27.
of a Kind (Invincible). A hilarious comedy of three cooks who whip up
some situations and prove there's no honor among thleves. Chick Chandler, Evalyn Knapp and Berton Churchill. Dir. Phil Rosen. 75 mins. Rel.
May 20. Rev. July 1.

Much Beef (Normandy). Red-blooded action and hard-riding in a biazing western story of conflict against tyranny and oppression in the open spaces. Rev. Bell, Connie Bergen, Lloyd Ingraham. Dir. Robert Hill. 59 mins. Rel. April 20.

mins. Rel. April 20.

West of Nevsida (Colony), Mighty story of the gold fields with Rex Bell in his best of Nevsida (Colony), Mighty story of the gold fields with Rex Bell in his best of Nevsida (Colony), Missing and State (Colony), Missing and Missing and State (Colony), Missing and Miss

Office: 1600 Broadway, New York. G.R

Everything Is Thunder. Romantic melodrama of war-time Europe. Constance Bennett, Douglass Montgomery, Oscar Homolka. Dir. Milton Rosmer. 77

mins. Rel. Sept. 1.

It's Love Again. Musical comedy with dances and song. Jessle Matthews, Robert Young. Dir. Victor Saville. 83 mins. Rel. May 30. Rev. May 23.

Man Who Lived Again, The. The story of a scientist who makes strange experiments with minds. Boris Karloff, Anna Lee, John Loder. Dir. Robert Stevenson. Rel. Sept. 10. of Lady Jane Grey who ruled the British Empire for nine days. Cedric Hardwicke, Nova Pilbeam, John Mills, Desmond Tester. Dir. Robert Stevenson. 80 mins. Rel. Sept. 1.

Secret Agent. Spy story. Madeleine Carroll, Peter Lorre. Dir. Alfred Hitchcock. 75 mins. Rel. June 15. Rev. June 17.

Seven Süners. Concept mystery. Edmund Lowe, Constance Cummings. Dir. Albert de Courville. 70 mins. Rel. Aug. 15.

Seven Sinners. Comedy mystery. Edmund Lowe, Constance Cummings. Dir. Alberte Ge. Courville. 10 mins. Red. Aug. 15.

Studies: Culver City, Metro Offices: 1540 Broadway, Month of Calif.

Aboulter Culver City, Metro Offices: 1540 Broadway, Month of Calif.

Devil Boil, The, Horror Story of human dwarfed to Oil size. Londel Barrymore, Maureen O'Sullivan, Frank Lawton. Dir. Tod Browning. 10 mins. Performance, Maureen O'Sullivan, Frank Lawton. Dir. Tod Browning. 10 mins. Performance, Maureen O'Sullivan, Frank Lawton. Dir. Tod Browning. 10 mins. Performance, Maureen O'Sullivan, Frank Lawton. Dir. Tod Browning. 10 mins. Performance, Maureen O'Sullivan, Frank Lawton. Dir. Tod Browning. 10 mins. Performance, Marchael Story of human dwarfed to Oil size. Londer Barrymore, Maureen O'Sullivan, Frank Lawton. Dir. Tod Browning. 10 mins. Performance, Marchael Story of Sullivan, Frank Lawton. Dir. Tod Browning. 10 mins. Performance, Marchael Story of Sullivan, Marchael Story, 10 mins. Performance, Marchael Story, 10 mins. Performance, Marchael Story, 10 mins. Performance, 10 Studios: Cuiver City, Calif. Offices: 1540 Broadway, New York, N. Y. Metro

Studio: 5851 Marathon St., Hollywood, Calif. Paramount Offices: 1501 Broadway, New York, N. Y. Hollywood, Calir. Taramount New York, N. Y.

And Sudden Death. Satety story deriving from Readers' Digest article: Randolph Scott, Frances Drake, Tom Brown. Dir. Chas, Barton. 69 mins.

Artzed Health Start Charles Comment of the Carry Crabbe. Raymond Hatton. Markets Hunt. Dir. Jas. Hogan. 57 mins. Rel. June 28. Rev. Sept. 16.

Big Brown Eyes. Manleurist turns detective. Joan Bennett, Cary Grant. Dir. Sept. 16.

Big Brown Eyes. Manleurist turns detective. Joan Bennett, Cary Grant. Dir. Rev. Markets. Proceedings of the Carry Grant. Dir. Withers, Frances Farmer. Dir. Otho Lovering, 68 mins. Rel. May 29.

Rev. June 24.

Boree Them. Softy of the sit Cours of the Covering. 68 mins. Rel. May 29.
Rev. June 24.

Call of the Frairie. Western. One of the Hopalong Casaldy series. William Boyd. Dir. Howard Bretherton. Rel. March 6. tings at the cooperation of the Rel. May 22.

Case Against 8th. Annes. The. Mrs. Ames prosecuting attorney becomes her Rel. May 22. Rev. June 3.

Rel. May 22. Rev. June 3.

Chamoagne Waltz. Musical with a Strauss background. Gladys Swarthout, Fred MacMutray, Jack Cokic. Dir. A. Edw. Sutherland. Rel. 86pt. 23.

Chamoagne Waltz. Musical with a Strauss background. Gladys Swarthout, Fred MacMutray, Jack Cokic. Dir. A. Edw. Sutherland. Rel. 86pt. 23.

Chamoagne Waltz. Musical with a Strauss background. Gladys Swarthout, Fred MacMutray, Jack Cokic. Dir. A. Edw. Sutherland. Rel. 86pt. 23.

Chamoagne Waltz. Musical with a Strauss background. Gladys Swarthout, Fred MacMutray, Jack Company, J

Fiorlda Special, Jewel robbery on a train, Jack Cakie, Sally Ellers. Dir. Ralph Murphy, 68 mins. Rel. April 24 Rev. June 3. Forgotten Faces, Gambier protects his daughter's happiness with his life Herbert Marshall, Gertrude Michael. Dir. E. A. Dupont. 70 mins. Rel May 15. Rev. July 8.

May 15. Rev. July 8.

Man Boy wants to be a G-man but he only gets an F. Jack Haley, Grace Bradley, Dir. Rev. F. Cline. Rel March 150; Jack Haley, Grace General Land Rev. Grace General Land Caroli. Grace Grace General Land Caroli. Dir. Lewis Milestone 86 mins. Rel. Sept 4. Rev. Sept. 9.

Continued on page 27)



Swell are the Reviews!

"Gladys George is the stage's most charming gift to the screen this year."—N.Y. Times

"Gladys George gives a magnificent performance in a genuinely touching and absorbing drama, powerful in its emotional appeal and stimulating in its novelty."

-N.Y. Mirror

"Role of 'CARRIE' is a film triumph for Gladys George. 'VALIANT IS THE WORD FOR CARRIE' serves well to welcome Gladys George to a luminous spot in the film firmament." —N.Y. American

"Gladys George gives one of the most moving, eloquent performances in the history of the screen. - N.Y. Telegraph

"From the burlesque of her stage portrayal in 'Personal Appearance' Miss George turns to the challenging demands of the Carrie part brilliantly. Her scenes with young Jackie Moran are masterpieces."

-N.Y. Herald-Tribune

... and Swell the Business!

"VALIANT IS THE WORD FOR CARRIE"

with GLADYS GEORGE • ARLINE JUDGE • JOHN HOWARD • Dudley Digges • Harry Carey Isabel Jewell • A Paramount Picture From Barry Benefield's Best Seller • Produced and Directed by WESLEY RUGGLES

CALENDAR OF CURRENT RELEASES

(Continued from page 25)

Bretherton, Rei. July 10.

Bollywood Bouleyard. Bollywood story by Faith Thomas, but not the usual function of the bollywood story by Faith Thomas, but not the usual function of the bollsward of the Nose. Str Guy Standing, Frances Drake, '4 Giew By Life. Remake of The Nose.' Str Guy Standing, Frances Drake, Tom Brown. Dir. Edwin L. Marin. 82 mins. Rel. Aug. 14. Rev. Aug. 19.

Lady Be Careful. Decodroized version of 'Sallor Beware'. Lew Ayres, Mary Carlisle, Larry Crabbe. Dir. J. T. Reed. Rel. Sept. 4.

Peb. 7. Rev. April 1.

's Our Home, The. From the Ursula Parrott story. Margaret Sullavan Henry Fonda. Dir. Wm. Seiter, 80 mins. Rel. April 10, Rev. May 20. Murder with Pictures. From a story by Geo. Harmon Coxe of a news photog Lew Ayres, Gall Patrick. Dir, Chas, Barton. Rel, Sept. 18.

Lew Ayres, Gall Fatrick. Dir. Chas. Barton. Rel. Sept. 18.

My American Wite. Roysly goes cowboy. Francis Lederer, Ann Sothern, Fred
Stone. Dir. Harold Young. 75 mins. Rel. Aug. 7. Rev. Aug. 28.

Palm Stone. Dir. Harold Young. 75 mins. Rel. Aug. 7. Rev. Aug. 28.

Palm Stone. Dir. Aug. 20.

Palm Stone Standard Dir. Aubrey Scotto. Rev. Lower Standard Standard Standard Dir. Edw. 19.

Poppy. William C. Fields in one of his stage hits. Rochelle Hudson, Lynne Overman. Dir. Edw. Sutherland. 75 mins. Rel. June 12. Rev. June 24.

Printees Comes Across, The. Love on a de luxe liner. Fred MacMurray.

June 19. cmbard. Dir. Wm. K. Howard. 19 mins. Rel. May 22. Rev.

June 19. cmbard. Dir. Wm. K. Howard. 19 mins. Rel. May 22. Rev.

popp., William C., Fields in one of his stage atts. Rochelle Hudson, Lynne Deverage and the control of the cont

Studios: Hollywood, R.K.O. Radio Office: R.K.O. Bldg

Eride Walks Out, The Matrimonial adventure of a ma who insists that willing to try. Barbara Stawyck, Gene Raymond, Robert Tounci, New York, Helen Broderick, Dir. Leigh Jason. 80 mins. Rol. July 18. Roll Walks. A Clerk With a towering inferiority complex falls prey to a fake

Sulv 15.

Bunker Bean. A cierk with a towering inferiority complex falls prey to a fake clairvoyant and the mouse becomes a lion. Owen Davis, Jr., Louise Latimer, Robert McMade, Hedda Hopper, Jessie Rajhb. Dir. Edward Killy, William Hamilton, 67 mins, Rel, June 28 Rev, July I.

Danchiller, Robert McMade, Hedda Hopper, Jessie Rajhb. Dir. Edward Killy, William Hamilton, 67 mins, Rel, June 28 Rev, July I.

Danchiller, Steff Duni, Chence, Collins, Worgan, Dir. Lioyd Corrigan. 85 mins. Rel, May 22, Rev, June 24.

Bon't Turn 'Em Loose. Inspired by the lax functioning of State parole boards. Lewis Stone, James Glesson, Betty Grable, Frank M. Thomas. Dir. Ben Stoloft, 66 mins. Rel. Aug. 23, Rev, Sept. 30.

Ex. Molliam Fowell, Jean Arthur, Erle Blore. Dir. Stephen Roberts, Rel. May 15.

Lewis Stone, Jamos Giescon, Betty Grabbe, Frank M. Thomas, Dir. Deser Stoloof, 88 mins. Rel. Aug. 23. Rev. Sept. 30.

Ex-Mir. Bradford, The. Murder at the race track solved by annature ieuth. May 18.

Farmer in the Dell. Retired midwest farmer accidentally crashes studio in Hollywood and, much to his own surprise, rises to Inne as an accidentally crashes studio in Hollywood and, much to his own surprise, rises to Inne as an accidentally crashes studio in Hollywood and, much to his own surprise, rises to Inne as an accidentally crashes the hollywood and, much to his own surprise, rises to Inne as an accidentally crashes. The hollywood and much to his own surprise, rises to Inne as a factor. Dir. Ben Holnes, 37 mins. Rel. March 27. Rev. March 11.

Grand Jury, A stirring indictiented of the average American's tendency to shirk his cittles on the jury stand. Fred Stone, Louise Latimer, Owen Davis, Jr. Latt Outlaw. Old timer cases new condition. Harry Carey, Hood Gibson, Tom Tyler, Henry B. Walthai, Dir. Christy Cabanne. 72 mins. Rel. June 19.

Latt Sing atath. A child singer finds faine and a father. Bobby Breen. Henry Armetta. Geo Houston, Vivienne Osborne. Dir. Kurt Neumann. 70 mins. Rel. June 12. Rev. Walt 12.

Leve Sing atath. A child singer finds faine and a father. Bobby Breen. Henry Armetta. Geo Houston, Vivienne Osborne. Dir. Kurt Neumann. 70 mins. Rel. June 12. Rev. Walt 12.

Leve Sing atath. A child singer finds faine and a father. Bobby Breen. Henry Armetta. Geo Houston, Vivienne Osborne. Dir. Kurt Neumann. 70 mins. Rel. March 12. Rev. Aug. 5.

Leve Sing atath. A child singer finds faine and a father. Bobby Breen. Henry Armetta. Geo. Houston, Vivienne Osborne. Dir. Kurt Neumann. 70 mins. Rel. March 12. Rev. Aug. 5.

May Broderick. Dir. Leigh Jason. 75 mins. Rel. March 6. Rev. March 11.

Mary Broderick. Dir. Leigh Jason. 75 mins. Rel. March 6. Rev. March 11.

Mary Broderick. Dir. Leigh Jason. 75 mins. Rel. March 6. Rev. Aug. 5.

Mary Broderick. Dir. Leigh Jason. 75 mins. Rel. March 72 mins. Rel. Aug. 12.

is blackmailing the man she loves. Ann Harding, Walter Abel, Douglas Dumbrille. Dir, George Nichols, Jr. 68 mins. Rel. April 24. Rev. April 24. Who Bust. Bob Farirax finds gold and romance in the same day, but a crook tries to horn in on both. Richard Dix, Lelia Hyans, Jessie Raiph, Andy Chen. Phys. Rev. 8 (1911). Rev. Chen. 25 mins. Rel. March 13. Rev. Phys. 26. 12.

Republic

Office: RKO Bldg., New York, N. Y.

Bulldog Edition. Ray Walker, Evalyn Knapp, Regis Toomey. Dir, Charle Lamont. Rel, Sept. 20. Burning Gold. Fast action. Bill Boyd. Dir. Sam Newfield, 58 mins. Rel. Dec. 1. Rev. May 27.

in. Nev. May 21.

Ommir Round the Mountain. Western with music. Gene Autrey, Ann Rutherford. Dir. Mack Wright. 60 mins. Rel. April 13. Rev. April 25.

Federal Agent. Swift action. Bill Body afte, April 10. Rev. April 25.

Follow Your Heart. Musical. Marion Talley, Michael Bartlett. Dir. Aubrey Scotto. 39 mins.

Federal Agent. Switt action. Bill Boyd Rel, April 10. Rev. April 15. Follow Your Heart. Musical. Marion Talley, Michael Bartlett. Dir. Aubrey Follow Your Heart. Musical. Marion Talley, Michael Bartlett. Dir. Aubrey Follow Your Heart. Musical Marion Talley, Michael Bartlett. Dir. Aubrey Forbidden Reaven. English workman adopts a well. Chas. Farrell, Charlotte Forbidden Reaven. English workman adopts a well. Chas. Farrell, Charlotte Forbidden Reaven. English Wellow May 1. Rev. May 27. Gentleman from Louisiana, The. Eddle Quillan, Charlotte Henry, Chic Salo. Gentleman from Louisiana, The. Eddle Quillan, Charlotte Henry, Chic Salo. Girl from Mandalay. The dangers of markelling tipers and fever, and the courage of white men in their struggle to master the tropics. Kay Linker. Courage of white men in their struggle to master the tropics. Kay Linker. Gorden March. Dir. Howard Bretherton. 68 mins. Go-get-tem Elaines. William Boyd. Rel. June 18. Gorget-tem Elaines. William Boyd. Rel. June 18. Harvester, The. From Gene Strutton Forter's novel of the same name. Alice Brady, Ann Rutherford, Russell Hardle, Cora Sue Collins. Dir. Joseph Hearts in Bondage. Dramatic story of five characters whose lives are entangled in the building of the Monitor, and in the climax of the battle between the Monitor and Merrimac. James Dum, Mac Clarke, Charlotte Henry, David House of a Thousand Canales. Fast moving plot centers around efforts of an international spy organization to gain control of papers which will plunger Europe Into war. Phillips Rolmes, Mac Clarke, Dir. Arthur Lubin. 67 King of the Pecce. Romantic western. John Wayne. 34 mins. Rel. March 9. Laughing Intel Byes. An all-Irich cast. Phil. Regan. Evalyn Knapp. Dir. Joseph Santley, 70 mins. Rel. March 10. Rev. April 8. Nayy Born. Naval aviator adopts a boy and wins a wife. Wm. Gargan, Claire Dodd. Dir. Nate Watt. 70 mins. Rel. June 18. Rev., June 24. Singht Cowley, The. Western. Gene Autrey, Dir. Jos. Sane. 37 mins. Rel. Spt. 25. Rev. Sept. 30. Spc. Song. Song. Song. Song. Song.

20th Century-Fox Offices: 444 West 46th St New York, N. Y

Ticket to Faradise. Roger Pryor, Wendy Bartle. Dir. Aubrey Scotto. 70 minas J. Ref. July 10, Rev. July 16.

Winds of the Wastland. Western. John Wayne, Phyllis Fraser. Rel. July 6.

Studio: Fox Hills.

Across the Ande. Brian Donlevy, Gloria Stuart. Dir. R. Bruce Humberstone. A Connecticut Yankee. Will Rogers releasue. Rel. April 24.

Across the Ande. Brian Donlevy, Gloria Stuart. Dir. R. Bruce Humberstone. A Connecticut Yankee. Will Rogers releasue. Rel. April 24.

As You Like H. Elisabeth Bergner, Laurence Glivier. Dir. Paul Cainner, Rel. Sept. 18.

Back Line. Glones Family). Jed Prouty. Shriey Deane. Dixie Dunbar. Boyl. 18.

Boder Patrolman. Geo. O'Brien western. 58 mins. Rel. Duly 3. Rev. July 1.

Bowery Pricoses, The. Shriey Temple, Prank Morgan. Dir. Win. A. Seler. Capital January. From the book of that name. Shirley Temple, Guy Kibbee, Shim Summerville. Dir. David Butler. Rel. April 17. Rev. April 26.

Charlie Chan at the Circus. Warner Glond, Keye Luke, Geo. and Glive Brasno. Dir. Harry Lachman. 72 mins. Rel. Andr. 17. Rev. March 28.

Charlie Chan at the Circus. Warner Glond, Keye Luke, Geo. and Glive Brasno. Dir. Harry Lachman. 72 mins. Rel. Andr. 17. Rev. March 29.

Charlie Chan at the Circus. Warner Glond, Keye Luke, Rev. May 18.

Crime of Br. Forbes. Mercy Killing story. Gloria Stuart, Robt. Kent. Dir. Country Bordor, Albe. The Borry of the Dione guins. Dione quintuplets, Jean March 6. Rev. March 24.

Educating Father. Avisior excites the Jones family. Jed Prouty. Shriley Everybudy and Mar. Invite. Chamber 19. Lones family. Jed Prouty. Shriley Everybudy 20.

Educating Father. Avisior excites the Jones family. Jed Prouty. Shriley Deane. Dir. Lewis Seller. Two mins. Rel. May 18. Rev. May 27.

Gentle Julia. Jane. Withers. Jackie Searle. Tom Brown, Marsha Hunt. Dir. Glivis Dormlony. Jed Prouty. Shriley Deane. Dir. Lewis Seller. Two mins. Rel. May 18. Rev. May 27.

Gentle Julia. Jane. Withers. Jackie Searle. Tom Brown, Marsha Hunt. Dir. Sid-Rev July 10. March 20. Rev. July 20. Rev. July 20. Rev. July 20.

Studio: 1041 No. Formosa Bivd United Artists Offices: 729 Seventh Ave. Mellywood, Calif. New York, N. X.

Amateur Gentleman. Jeffrey Farnol's story of a young man who gambles to save the life of hit farher. Douglas Fairbanks, Jr. and Elissa Landi. Dir. Rev Feb 5 April 29.

Come and Get 11. Goldwyn's production of Edna Ferber's novel about northwest lumber strife. Edward Arnold, Frances Farmer. Dir. Howard Hawks.

(Continued on page 29)

CHAS. CHRISTIE BACK. INDUSTRIALS' PROD.

Charles Christie is back in the pic-Charles Christie is back in the pfe-ture business as president and gen-eral manager of his own Christie Pictures Corp, to produce industrials at the General Service Studios in As-toria, Queens. Christie left Monday (12) for Cleveland and Detroit to set a couple of deals with manufacturers, are the couple of the producing hiz for four years, intends to produce the

for four years, intends to produce the industrials with an entertainment background, something new for this type of pix.

His brother, Al Christie, remains

with Educational as shorts producer, also at General Service Studios.

Extend Chi Ops Deal

Chicago, Oct. 13.

Agreement was finally reached last week between the Operators' Union and exhibitors on a compromise seltement, with the same terms as last year holding over for an additional

year holding over for an additional stanza.
Contract is retroactive, dating from Sept. 1. Operators had originally asked for the restoration of the 20% cut of 1931 and the exhibs asked for further reductions and the extension of the single time allotment. Exhibs, however, did agree to improve sanitation and ventilation. facilities in theatre booths where needed and where it would be practical.
Final deal was arranged through Frank C. Clifford, prexy of the union; Morris Leonard of the Exhibitors' Association, and Aaron Saperstein of Allied exhibitors.

Par Division Mgrs.' 3-Day Session in K. C.

Paramount is holding a division managers' meeting in Kanass City for three days, starting Friday (16). Confab is held at Kanass City because it is a conveniently centralized point for the 11 Par district managers to attend.

Age: 3 to attend.

Home office sales contingent going out includes Neil F. Agnew, Charles Reagain, Joe Unger, Bob Gillham, Alec Moss and Lou Smith.

Carolina Exhibs Meet

Charlotte, N. C., Oct. 13,
Plans for the December annual
convention of the Carolina Association of Motion Picture Theatre Owners were discussed at a conference
convention committees held here today. Charles Picture of Pinahuret day. Charles Picquet, of Pinehurst, is president of the Carolinas organization which next December, as its custom, will meet in Charlotte.

LeRoy Johnston to WB

Hollywood, Oct. 13.
John LeRoy Johnston, publicity
director at Universal prior to the
Charles R. Rogers regime, has resigned as exploitation specialist at Metro to go to Warners. He'll func-tion as special exploitationist at WB tion as special under Ed Selz

Prior to his Universal job, Johnston was sales promotion manager for First National.

Two for Pooch Pic

Hollywood, Oct. 13.
Charles Winninger and Noah
Beery, Jr., have been assigned top
spots in 'Treve,' Universal's dog

story.

Picture is set for getaway thisweek with Lew Collins directing.
Marcus Goodrich did the screen play from Albert Payson Terhune's orig.
Val Paul will produce.

CHARLIE LEONARD GOES UA

UNABLIE LEURARD GOES VA
Monroe W. Greenthal, director of
advertising and publicity for United
Artists, has appointed Charles A.
Leonard head of the exploitation department. This is Leonard's second
association with UA.
Two years ago he left the company
to go to Fox. Later he became advertising manager of Universal, a
post which he relinquished only recently."

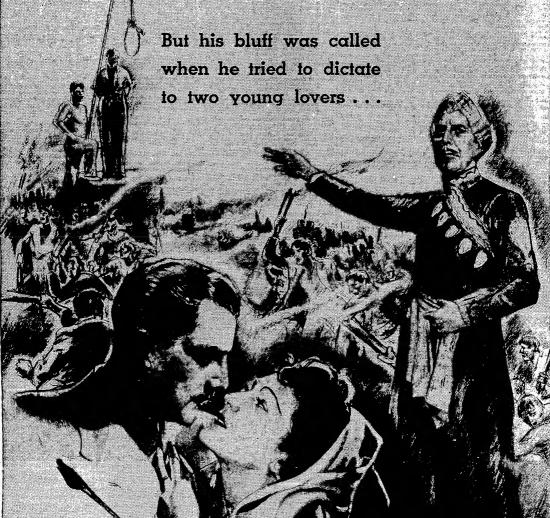
cently.

Het Manheim Joins Rep.

Het Manheim Joins Rep.
Hollywood, Oct. 13.
Het Manheim, who was broughl
out from Universal's New York publicity office to do special exploitation work for Republic's 'The President's Mystery,' has been set by Nat
Levine to handle Republic trailers.
It is a new spot at the studio.
Trailers formerly were handled by
National Screen Service.



Defied England ... Challenged Japan ... and got away with it!



GEORGE ARLISS in EAST meets WEST

with LUCIE MANNHEIM

GODFREY TEARLE • ROMNEY BRENT

Directed by Herbert Mason . Story by E. Greenwood



Canada Distributors EMPIRE FILMS, Ltd.

CALENDAR OF CURRENT RELEASES

(Continued from page 27)

Dodawerth. Goldwyn's production of Sinclair Lewis' novel. Walter Huston.
Ruth Chatterfon; Mary Astor. Dir, William Wyler. 99 mins. Rel. Sept.
14. Rel. Sept. 14. Rel. Sept. 15. Rel. Sept. 15. Rel. Sept. 16. Rel. Oct. 17. Rel. Oct. 17. Rel. Oct. 18. Rel. O

Red. Oct. 14.

Gay Charles Mexican musical romance. Nino Martini. Ida Lupino, Leo Carrillo. Pickford-Lasky production. Dr.: Rouben Marnoulian.

1 Stand Condemned. A Russian war story with two men and a girl. Harry Baur, Laurence Olivier, Penelope Dudley-Ward. Dir. Anthony Asquish (London). 78 mins. Rel. June 12. Rev. July 8.

Last of the Mohicans (Rellance). Randolph Scott. 91 mins. Rel. Aug. 13. Rev. Sept. 9.

Sept. 9.

**Sept. 9.

**Lord Fauntieroy. Frances Hodgson Burnett's famous novel. FreddisBartholomew and Dolores Costello Barrymore. Produced by David Selznick. Dir. John Cromwell. 98 mins. Rel. March 6. Rev. April 8.

**Who Could Work Miracles. Based on an original by H. G. Wells. Roland
Young; Joan Gardner and Ralph Richardson. Dir. John Mendes.

One Rainy Atternoon (Pickford-Lasky). A light Parisian romantic comedy and the property of the

Studio: Universal City, Calif. Universal Offices: 30 Rockefeller Center. New York, N. Y. Cowboy and the Kid, The. Western. Buck Jones. 58 mins. Rei. May 25. Rev

Crash Donovan. Jack Holt. Dir. Ed Laemmle. 55 mins. Rel. July 19. Rev.

Aug. 12.

Draenia's Daughter. Mystery drama Otto Kruger, Marguerite Churchill. Dir. Lambert Hillyer. 69 mins. Rel. May 4. Rev. May 20.

For the Service. Western. Buck Jones, Beth Marlon. Dir. Buck Jones. 65 mins. Rel. April 6. Rev. June 3.

Flying Hostess. Judith. Barrett, Wm. Hall. Dir. Murray Roth. Rel. Oct. 25.

Four Days' Wonder. Jeanne Dante, Kenneth Howell. Dir. Sidney Salkow.

Rel. Oct. 18.

Love Before Breakfast. From novel by Faith Baldwin. Carole Lombard, Preston Foster, Cesar Romero. Dir. Walter Lang. 65 mins. Rel. March 9, Rev March 18,

Magnificent Brute, The. Drama. Victor McLagien, Binnie Barnes. Dir. John G. Blystone. Rel. Sept. 20,
Man I Marry, The. Doris Nolan, Michael Whalen. Dir. Ralph Murphy. Rel. Oct. 11.

Oct. 11.

My Man Godfrey. Comedy-drama. Wm. Powell, Carole Lombard. Dir. Gregovy LacCar. 998; mins. Rel. Sept. 6. Rev. Sept. 25.

Nobel Sept. 6. Rev. Sept. 10.

Dir. Arthrell. Godfins. 64 mins. Rel. May 31. Rev. June 10.

Parole! Ann Preston. Henry, Hunter. Dir. Louis Friedlander. 67 mins. Rel.

June 14. Rev. July 1

ramor: Ann. recond. Henry Hunter. Dir. Louis Friedlander. 67 mins. Rei June 14. Rev. July 1.

Postal Inspector. Dirama. Micardo Cortez, Patricia Ellis. Dir. Otto Beaver. 58 mins. Rei. Aug. 2. Rev. Sept. 2.

Sea Spollers. Schming Lower, Gioria Stuart. Dir. Harry Beaumont. Rel. Oct. 4.

Sea Spollers. John Wayne, Nan Grey. Dir. Frank Strayer. Rel. Sept. 27.

Show Boat. From the stage play. Musical drama. Irene Dunne, Alian Jones. 17.

Rev. May 28.

Stuter's Gold. Historical romance. Edward Arnold, Binnie Barnes, Lee Tracy. Montague Love. John Miljan, Katherine Alexander, Morgan Wallace. Addison Richards. Priscilia Lawson, Nan Grey. Dir. James Cruze. 68

Two in a Crowd, Joan Bennert, Joel McCrea. Dir. Alfred E. Green. 82 mins. Rel. Sept. 13.

Fellowstone. Drama. Henry Hunter, Judith Barrett, Ralph Morgan, Andy De-

wstone. Drama. Henry Hunter, Judith Barrett, Ralph Morgan, Andy De-vine. Dir. Arthur Lubin. 60 mins. Rel. Aug. 16. Rev. Sept. 23.

lios: Burbank, Calit. Warner Brothers Offices: 321 W. 44th St., New York, N. Y.

Call. WATHER DYOHNETS

Rew York, N. Y.

Anthony Adverse, Based on the international best selier by Hervey Allen. Fredric March, Olivia de Havilland, Anita Louise, Claude Rains, Donald Woods, Edmund Gemen, Louis Hayward, Gale Sondergaard, Steffi Duna. Blily Mauch. Dir, Mervyn Le Roy. 139 mins. Rel. Aug. 29, Rev. Sept. 2.

Bengally Mauch. Dir, Mervyn Le Roy. 139 mins. Rel. Aug. 29, Rev. Sept. 2.

Bengally Mauch. Dir, Mervyn Le Roy. 139 mins. Rel. Aug. 29, Rev. Sept. 2.

Bengally Mauch. Dir, Mervyn Le Roy. 139 mins. Rel. Aug. 29, Rev. Sept. 2.

Big Noise, The. A small town business man outwits a gang of racketeers. Guy Kibbee, Warren Bull, Alina Lloyd, Dick Foran. Dir. Frank McDonald. Shall, Allen Loyd, Dick Foran. Dir. Frank McDonald. Rel. March 7. Rev. April H.

Donald. Rel. March 7. Rev. April H.

Colier, Devell., John Blondell, Jack Oomedy and songs. Ruby Keeler, Louise Fazenda, Hobart Cavanaugh. Dir. Alfred E. Green. 89 mins. Rel. March 21. Rev. March 11.

President Rev. March 11.

President Rev. March 11.

President Rev. March 12.

Rev. March 13.

Rev. March 14.

Rev. March 15.

Rev. March 15.

Rev. March 16.

Rev. March 16.

Rev. March 18.

Rev. March 18.

Rev. March 18.

Rev. March 19.

Rev. March 20.

Rev

Freshman Love. Frank McHugh, Patricla Ellis, Warren Bull, Joe Cawthorne Dir. Wm. McGann. Rel. Jan. 18.

Glvo Me Your Heart. Based on the international stage success, Sweet Aloes: Kay Francis, George Strent, Boland Young, Patric Knowles, Frieda Inestendent Charles May Committee Charles May 1.

Hot Rev. July 22.

Hot Rev. July 22.

Hot Rev. July 23.

Hot Rev. July 24.

July 18. Rev. July 24.

I Married a Doctor. Revision of Sinchiair Levis: Main Street. Pat O'Brien. July 18. Rev. July 28.

I Married a Doctor. Revision of Sinchiair Levis: Main Street. Pat O'Brien. Dir. Archie Mayo. 83 mins Rel. April 25. Rev. April 22.

Jallbreak. Smashing meloderman. Craig Revnolds, June Travis, Barton MacLane Dir. Nick Grinde. 69 mins Rel. April 25. Rev. April 22.

Jallbreak. Smashing meloderman. Craig Revnolds, June Travis, Barton MacLane Charles May 18.

Man Dir. McG. Grinde. 69 mins Rel. April 25. Rev. April 26.

Man Dir. Rick Grinde. 69 mins Rel. April 26.

Man Dir. Rick Grinde. 69 mins Rel. April 26.

Man Dir. Rick Grinde. 69 mins Rel. April 26.

Man Dir. Rick Grinde. 69 mins Rel. April 26.

Man Dir. McG. Strensive cast of stars. Dir. Milliam Clemens 61 mins. Rel. Feb. 15.

Midensing Market William Grinden. Dir. Milliam Clemens 61 mins. Rel. Strensive cast of stars. Dir. Max Reinhardt, Wm. Dieterie. 13 mins. (Roadshow). "Release pending. Rev. Oct. 18.

Public Sneny's Wife. A trilling tale of the trials of an innatrona, Cesare Romero. Dir. Nick Grinde. 69 mins. Rel. July 25. Rev. July 15.

Stam Met a Lady. Bette Davis, Warren William Allon Skinworth. Winitred Shaw, Marte Wilson. Dir. William Dieterle. 14 mins. Rel. Aug. 8. Rev. Son 2 Guns. From the mutical commedy. Joe E Brown, Jone Blondell. Dir. Stam Met and Market Ma

Shaw, Marie Wilson, Dir. William Dieterie. 74 mins. Rel. Aug. 8. Rev. Shaw, Marie Wilson, Dir. William Dieterie. 74 mins. Rel. Aug. 8. Rev. Sons of Guns. From the musical comedy. Joe 2. Brown, Joan Blondell. Dir. Lloyd Bacon. 79 mins. Rel. May 30. Rev. May 20. Times Square Flayboy. Local boy misjudges Big Cir friends of his boyhood william, June Travite. Barton MacLane, Gene Lockhart. Dir. William Welson. 52 mins. Rel. May 16. Rev. May 6. Trachery Rides the Range. Dick Foran, Paula Stonet. Lockhart. Dir. William Welson. 52 mins. Rel. May 16. Rev. May 6. Trachery Rides the Range. Dick Foran, Paula Stonet. 2. Rev. June 3. Waltholds. Dir. Frank McDonald. Paula Stonet. 2. Rev. June 3. Waltholds. Dir. Frank McDonald. Short Stonet Monte Blue. Craig Rey-Red Rate Range. Startoff, Margueriet Churchill, Warren Bull. Ricardo Cortez. Dir. Michael Curtiz. 62 mins. Rel. March 14. Rev. March 4.

Miscellaneous Releases

Miscellaneous Releases

Aces and Eights (Syndicate). Tim McCoy as a benign sambler. Tim McCoy.
Luana Walters. Dir. Sam Newfield. 62 mins. Rev. Aug. 12.

Aces and Eights (Syndicate). Tim McCoy as a benign sambler. Tim McCoy.
Luana Walters. Dir. Sam Newfield. 62 mins. Rev. Aug. 12.

Aces and Eights (Syndicate). Tim McCoy as a benign sambler. Tim McCoy.

Aces and Eights (Syndicate). Tim McCoy as a benign sambler. Tim McCoy.

Aces and Eights (Syndicate). The McCoy.

Aces and Eights (Marcy).

Aces and Eights (Marcy). Western. Rex Bell, Jan 2 McCoy.

Aces and Eights (Marcy).

Aces and Eights (Marcy). Western. Rex Bell, Jan 2 McCoy.

Aces and Eights (Marcy).

A

Pitch-Out

Hollywood, Oct. 13.
Babe Jackson, wife of V. Jackson, borseshoe pitching champ
of America, was making a short
for Pete Smith at Metro. Mrs.
Jackson wound up in hosp
when her hubby conked her on
the .head with a two-pound

It was ruled a leaner.

CONSOL FILMS **RECAP COMES UP OCT. 23**

Although the management has sufficient shares to vote through the proposed recapitalization of the Consolidated Film Industries, Inc., by suggestion of the board of directors the special session of stockholders which began Friday (9) has been deferred to Oct. 23, at 4 pm.
This postponement was voted by the stockholders after a slightly turbulent scene of opposition from

the stockholders after a slightly tur-bulent scene of opposition from many of the estimated 100 stock-holders who had come, personally, to the meeting. Herbert J. Yates, president of the company, presided. The meeting was held at the com-pany's offices. There were 7.616 shares of all

classes, represented by person at the meeting, and these shares were divided as follows: 4,754 preferred; 2,862, common.

yided as follows: 4,754 preferred; 2,662, common.
Shares represented by proxy at the meeting numbered more than 223,000 preferred and nearly 321,000 common, or 544,072 shares of all classes.
The postponement was sought, according to management explanation.

The postponement was sought, ac-cording to management explanation, so that the fullest possible expres-sion from stockholders might be had regarding the proposed recapitaliza-tion.

Almost 258,000 shares are said to be held by brokers. The sentiment of the owners of most of these shares, if not all, apparently has not been indicated.

Incorporations

NEW YORK

NEW YORK.

Herman Berzile, Inc., New York; the alrical business; capital stock, 200 shares, \$10 par value. Incorporators: Herman Bernie and Dorothy Menzil, both of 1619 Broadway, New York City: Rose Schwartz, 101-69 126th street, Richmond

130 par value. Incorporators: Hernan Bernia and Dovotsi Mendis, bath of 120 Schwartz, 104-59 126th street, Richmond W. F. Oddry, Joe., New York; the Advanced Schwartz, 104-59 126th street, Richmond W. F. Oddry, Joe., New York; the Advanced Schwartz, 104-59 126th street, Schwartz, 104-59 126th street, Schwartz, 104-59 126th street, New York; the Money Schwartz, 104-105 126th street, New York; Chy. Schwartz, 104-105 126th street, New York; City: Marcia Beart, Marris Beach; Marris Beach; New York City. Schwartz, 104-105 126th street, New York; City: Schwartz, 104-105 126th street, New York; City: Schwartz, 105-105 126th street, New York; City: Schwa

ity.
Mirth Cartoons, Inc., New York: moon picture business: capital stock, 200
Incorporators:

surfit Cartoons. Inc., New York; motion pitture business; capital atock, 200,
101 pitture, 201, 201,
101 pitture, 201,

Stock Market

(Continued from page 6)

at 102. Warner Bros. pfd. climbed 2 points to 62 on increased activity Bond list was steady with Para-mount Pictures liens hitting a new

high for the year at 991/4.

high for the year at 994.
Amusements moved into higher ground in last week's stock market as many groups resumed the upward trend. Not only did a few representative groups touch the highest ground in five or six years but the Amusement Group averages climbed to new high territory for three years or longer.

to new high territory for three years or longer.

The new high for the year and for more than three years was hung up more than three years was hung up this figure topping the previous high of 47%, registered early last month. As in the week that this old peak was reached, the spurt into new high territory last week was made with volume exceeding 30,000 shares for volume exceeding 30,000 shares for the 4½ days comprising stock market activity last week totalled 345,800 shares.

The group closed more than a

shares.

The group closed more than a point from the new top, as measured by the averages, or at 46%, which represented a net gain of only 0.052 of a point for the week, Low was slightly below 46.

represented a net gain of only 0.082 of a point for the week. Low was slightly below 46.

Leadership of the amusement list shifted from Paramount and Columnities of the state of the state of the state of the state of these two. Despite this transferring of interest, Paramount common and Loew's following the lead of these two. Despite this transferring of interest, Paramount common and first preferred managed to hold an anti-state of 1½ points.

Twentieth Century-Fox common actually came within an eighth of its old 1938 high and was up nearly a point on the week. The advance of the preferred, which has been lagitated the stock being up nearly 1½ points at one time. It hit 40, only a point away from its old peak. Net gain at the finish was 14s.

Warner Box common again pushed warner should be the stock being up nearly 1½ points at one time. It his two point as the finish was 14s.

Warner Box common again pushed which is less than a point distant from the old top. The stock wound up at 13%, for a fractional advance. The preferred largely inactive, ran it down a points to 60.

Loew common forged ahead to 59%, up about a point. The issue

It down 3 points to 60.

Loew common forged ahead to 59%, up about a point. The issue gave every sign of being accumulated or in the process of distribution awaiting the next financial statement of the company. It finished at 58%, for a 50c gain.

RKO managed to reach 8, up

nearly a point. The issue subsequently fell back to show only a fractional gain at the blow-off. This bullish move seemingly was predictation plan soon would be offered for the company.

Consolidated Film Industries stockspushed forward, the preferred going up about a point in anticipation of the company of the plan that is a point in anticipation of the plan until a later date, the preferred dipped about one point. Despite this, he issue sportes at the common for the week. The latter managed to hold to its highest price at the close.

General Theatre Equipment went

General Theatre Equipment went higher on increased activity, coming within a fraction of its former peak. At its high price for the week, 27%, At its high price for the week, 27%, Technicolor was another good performer, advancing to 27%, for an advance of nearly a point at the finish. Trans-Lux, another curb issue, also lifted from its recent dollarums tall. The performer of the state of the

Higher priced stocks in the amuse-ment list furnished the biggest ad-vances. Eastman Kodak at one time roared shead to 177%, an advance of nearly 3 points. It finished at 1784, points to a new high at 1581/2 while the common established a new 1936 peak at 152. General Electric also registered a new top at 49, its closing of 15 points.

interest, Paramount common legistered à new 109 at 49, 18 closing treferered managed to hold the presented an advance of 1½ points, including the common came within an eighth of 1936 high and was up nearly on the week. The advance hind the common driver and the prospect of greater 1936 high and was up nearly on the week. The advance that the common of the use of the common of the use of the common to drive use the common to drive use the common to drive use the common again pushed the most to the buillish sentiment of the most face of the prospect of greater leading to the common to drive use the common to drive use the common forged shead to go the common forged shead to common forged shead to about a point. The shead to common forged shead to go the common forged shead to g

Summary for week ending Saturday, Oct. 10:

STOCK EXCUANGE

2514	15	3,600	American Seut 25	2216	2312	-1%
4.1%	31	4,400	Col. P. vtc. (1)* 4114	255071	- 39	-134
714	424	6,400	Consol. Film 4%	419	4%	+ 14
2024	15%	5,300	Consol, Film pfd. (1)† 18%	17%	1734	+ %.
1111	43	000	Col. Plct. pfd. (2%) 47%	45%	40%	- %
23.76	13%	4,600	Crosley (1/4)1	32%	33%	++2%
576	156	1,500	Eastman Kodak (5)1 177%	174	1761/2	+2%
222	152	20	Do pfd. (6) 161/4	163%	10314	
13 19	3414	54,600	Gen. Elec. (1)	47%	49	+1%
2794	17	11.300	Gen. Thea. Ed 27%	20	26%	+ %
24	4::	16,000	Loew (2)1 50%	57%	58%	+ 1/4
197	714	G8,600	Paramount 131/2	12%	13%	+ % + 1% + 1%
1896	59	5,200	Do. 1st pfd	95	97%	+1%
	816	19,600	Do, 2d pfd 12%	12%	1256	
174	6%	8 "00	Pathe Rig	8	814	+ 1/4
41%	119%	80,400	Radlo Corp 11%	10%	10%	- 14
10	CHIĞ	0,000	Radlo 1st pfd. (31/4)	70%	71%	-1%
914	5.9	30,100	ВКО 8	714	71/2	+ 33 + 33 + 33
244	22%	20,400	20th Cent. Fox ti)1 2"1/4	ai ″	82	+ %
174	22.78	7,300	Do. pfd. (1½)	3854	2914	+1%
12	31%	380	Universal pfd	1011/2	102%	- 1/4
5	50			13%	13%	+ 16
45%	.014	53,700		(1)	60	- % + %
3!	44	300		1,104	150%	+11/2
12	0.116	12,900	Westinghouse (2%)1	150%	15014	15"
6014	13314	40	Do. pfd. (319)	3814	3814	+5 -1%
10%	11%	7,400	Zenith 29%	95%	2076	- 178
• 12	lus stock	dividend	•			
	uld this v		•			

† Puid this year. † Plus cash extras.

			CURB			
4% 32% 5% 12%	214 17% 314 424	2:300	Grand National	27% 4 0%	31/4 26 31/4 9	27 27 4 0%
			BONDS			
96% 99% 65 98% 98%	921 <u>4</u> 96 55 83 86	\$17,000 76,600 19,000 194,000 100,000	Par-Broadway 3s, '55	99% 165 198%	98 98% 98 98 90%	98% 98% 98% 90%
		01	VER THE COUNTER, NEW	YORK		
814. 59 99	Asked. 80½ 103	:::::	Col. Broadcast A (2) Puths F. pfd. (7)	::	::	::
: [ald this y	FAT.				





NO SWEEPING CHANGES DUE

Reallocation Crosstalk

Payne's Cross-Examining Rampage
George H. Payne, Republican member of the Federal Communications
Commission (but not of the Broadcast Division) created the first 'incident'
at the reallocation hearings when he launched a series of prodding questions, unfriendly in tone, at Powel Crosley, Jr. and Frank M. Smith of
WI.W. Cincinnati, Payne was making a point as early as the first day
of his 'right' to cross-examine but he singled out the Cincy broadcasters.
Latter held their ground, fastly repudiating hints of censorship and other
station practices alleged by Payne.
General reaction to Payne's one-man ganging up was unfavorable. Crosley was on the stand to give his practical experiences as a super-power
poperator and not as a petitioner.
Strained internal relations within the Commish were revealed and underlined when three colleagues openly apologized to Powel Crosley for
Payne's rough-shod footwork.

A One-Man Quorum

For once the industry assembled without much partying. Realizing the serious portent of the confab, most station managers and visiting subordinates stuck closely to business. Lawyers were the center of various ciques, which citd down mingling. One of tew formally scheduled soirees was tossed by Harry Butcher and Columbia's Washington crew which cocktailed the out-of-towners and local industry reps. F.C. members were conspicuously absent. Commissioner Thad H. Brown, no longer a broadcast divisionite, was the sole top-notcher to attend, although examiners and lawyers were out in force.

Memory-Jogging Memoranda

Couple of broadcasters who professed to have forgotten exact figures about their operations haven't had the last laugh. At the very moment they were pleading poor memories in order to avoid disclosing 1935 profits, the commissioners quizzing them were looking at their confidential financial statements which contain all the info.

Our Case Proved By the Other Side Bill Gillespie of KTUL, Tulsa, developed an ironic comedy idea after the clear channel boys had finished speaking their pieces. He urged that the regionals forget their own testimony and tell the commission we rest our case on the evidence our opponents have submitted."

Not Saying a Word, But—
Bill Paley of CBS in his spiel anticipated some of the thunder the regionals had originally planned to use themselves. Of course the regionals were broad-minded but the strategists recalled that a CBS station manager had been present at the regionals confidential huddle two days before on Paul D, P. Spearman's office.

Baldwin a Boon to Slumber

Baldwin a Boon to Slumber

Baldwin a Boon to Slumber

Bapers, was served up for members of National Association of Broadcasters. Jim Baldwin's service had a noticeable effect on attendance after the visitors found out they could slumber overtime without losing track

Radio Goes Cinema

Two of the first four and a half days of the sessions were spent in almost total darkness. Government auditorium lights were doused for hours at a stretch while clear-channel and regional groups used slides and films to bolster, their conflicting super-power cases.

Walter, a Sharp Knife
Frank Faulkner of WBBM, Chicago, was the victim of a hoax in a
Chinese restaurant. Two of his pals' palmed a parrot off as squab. It
was that kind of a party. Thereafter other hoaxes sent Faulkner bird

Broadcasters Fice the Microvolts

Broadcasters Fiee the Microvolts

Attendance dwindled badly over the weekend as dozens scrammed the horrors of Saturday and Sunday in prim Washington. Many snagged trains for Mahhattan excitement. Others went home leaving their engineers behind them. It looks like the hearings will go on and on. Monday (11)—resumed with Greenleaf Whittier Pickard of the Regionals under cross-camination and the millivolts and microvolts buzzing in ear. Adjournment at noon rather than four p. m. Friday (9) for the weekend gave visiting broadcasters a longer holiday than anticipated. With plenty of time on their hands, large part of the gang scooted off for a New York outing, leaving only a corporal's guard to take care of the local social responsibilities.

Public's Investment in Receivers Must Not Be Ignored, Says Hazeltine

Washington, Oct. 13.

Washington, Oct. 13.

Sudden, drastic changes in the broadcast picture would not benefit advertisers or broadcasters, Federal Gomunications Commission was warned last week during reallocation hearings. Any quick upset, one witness testified, would curtail rather than expand the potential

coverage.

This viewpoint was taken by Dr. Alan Hazeltine, president of the Institute of Radio Engineers, who counseled the F.C.C. to make haste slowly. This technical expert suggested that theoretical advantages of shuffling stations and removing Power tops might be outweighed by Practical handicaps from the listening public's situation.

ing public's situation. ing public's situation. Any arbitrary reallocation, par-ticularly one involving the use of new channels, would be of little value until the dial-twisting part of the population has junked its be-whiskered receivers, he said. Public has an important investment in 25, 900,000 sets which cannot be disre-

SCRIPPS-HOWARD BUY

Two Dailies, Two Stations in Memphis Set-Up

Memphis, Oct. 13.
Scripps-Howard has purchased the
Commercial Appeal and with it the
two radio stations, WMC and WNBR.
Latter's transfer requires the okay
of the F.C.C. before transfer is legally accomplished.
Acquisition of the stock of Col.
James Hammond by Scripps-Howard
made the deal possible. John H.
Sorrells succeeds Hammond as president. Memphis, Oct.

TO MOVE SLOWLY

Probable Outcome of Reallocation Hearings May Few More Experimental 500 Kw-Regionals and Locals to Get Some Concessions

TOO COMPLEX

Washington, Oct. 13. Reduction in the number of cleared channels, qualitative power increases for regional and local stations, and establishment of more experimental super-power transmitters will be tha probable outcome of the Federal Communications Commission hear-

Communications Commission hear-ings on reallocation and rule changes.

Convinced the Commish will not make any sweeping alterations in its policies or the U. S. theories of broadcast operation, industry repre-sentatives altending the oratorical free-for-all predicted at the end of the first week's discussions that no

May End This Week

Washington, Oct. 13.
Looks like this week should wash up the reallocation hearings. Present indications are that many down on the agenda to talk will waive the privilege. Technical nature of much of the testimony, the controversial aspect making a drastic decision either way improbable, and the need to get back to work has diminished interest in the proceedings. in the proceedings.

startling upsets will result from the informal conference on engineering problems. Most broadcasters think the Commish will duck a basic decision on the super-power proposition but will throw out a few minor concessions to each of the wrangling

concessions to each of the wrangung groups.

While the Commish has given no hints of its reactions and industry members themselves are not in accord, this seems to be the consensus of the commish will recognize the situation which finds many of the existing theoretically-exclusive channels broken down. Rules will (Continued on page 44)

(Continued on page 44)

Hearings Cost \$250,000?

Washington, Oct. 13.

At least \$250,000 is the cost to broadcasters of attending and presenting testimony at the current reallocation hearings in the opinion of shrewd guessers within the trade. It is said the clear channel and regionals each spent around \$50,000 to prepare and marshal their cases. Several references were made by various speakers to the cost of constantly defending the broadcast franchise against any and all—and frequently irresponsible—petitioners.

WOMAN TURNED DOWN

Mrs. Heaton's Fiscal Set-up Draws F. C. C. Frown

Washington, Oct. 13.

Smallie for Las Vegas, Nev., was tut-tutted by Examiner Robert L. Irwin because the applicant, Mrs. C. A. S. Heaton, was unable to lay dough on the line for its construction. Mrs. Heaton, former manager of commeron, Oct. 13.

her of cleared were increases Heatom, former manager of commersus stations, and experimental so will be the the Federal insist on hear and rule ais will be the and rule ais his will other in the red in the

ED CRAIG ILL WSM-CBS TALK DELAYED

Determined move is being made by. CBS to bring WSM into the fold. Herbert Akerberg, CBS v.p., in charge of station relations, was due to discuss terms with Ed Craig, head of the Nashville 50,000-watter, while the two were in Washington tast week, but Claig became ill during his appearance pefore the Federal Communications Commission on the reallocations issue, and Akerberg dereallocations issue, and Akerberg de-ferred the conference.

ferred the conterence.

Should the deal with Columbia be closed it will be on a five-year basis and give CBS exclusive call on WSM's network affiliations. Latter arrangeand give CBS exclusive call on WSM's network affiliations. Latter arrange-ment would break off WSM's present alliance with Mutual. WSM is now and has been for seven years a part of NBC's south-central group.

Gladys Pinney, KSL (Salt Lake) dramatic staff, teaching radio script technique at University of Utah; 50 enrollees.

12-Year Depreciation on 500 KW.

Costs \$310,000 Capital to Push 50,000-Watts Into Super-Power Category

Washington, Oct. 13. Cost of super-power will boost the industry's annual operating costs

s y accompuished.

Acquisition of the stock of Col. James Hammond by Scripps-Howard in made the deal possible. John H. Sorrells succeeds Hammond as president.

Scripps-Howard uow has both papers (Press-Scimiter is other) and two of the town's four radio stations—Hoyt Wooten's WREC and WHBQ are the other two.

Pat Meswain and J. Johnson back to radio after theatrical fling. Swain went with WSFA. Spartase burg, N. C., after managing for the stations—Loy to the station of the station

For existing 50 kw stations, the ten-fold juice jolt would run about \$100.-000 less, making the outlay \$363,000. Annual cost figures offered by va-

of the F.C.C. before transfer requires the okay of the F.C.C. before transfer [is egaily accomplished. Acquisition of by Scrippe-Howard and the stock of Col. James Hammond by Scrippe-Howard and the stock of Col. James Hammond as president. Scripps-Howard and the stock of Col. James Hammond as president. Scripps-Howard and the stock of Col. James Hammond as president. Scripps-Howard now has both papers (Press-Scimiler is other) and the stock of the town's four radio state of the town's four radio state of the town's four radio state the other two.

Pal McSwain and J. Johnson back USHBQ are the other two.

Pal McSwain and J. Johnson back town the state of the two.

Pal McSwain and J. Johnson back town the state of the state o

Regionals Sneer At 'Popularity' Poll of F. C. C.

Washington, Oct. 13.
Validity of Federal Communications Commission's clear-channel survey was challenged today (Tuesday) by regional broadcasters. Arguing that F.C.C.'s questions were misleading and arithmetic was bad, regional group declared the study, which commish interprieted as showing cleared frequency stations reach the greatest audience, was nothing more than a program popularity contest.

ing cleared request,
ing cleared request,
the greatest audience, was nothing
more than a program popularity
consists and proper than a program popularity
and poorly planned. By asking listeners
to state favorite stations. Commish
merely obtained idea of popularity
of signals and dependability of transmission, be contended.
Incompleteness of poll was shown
to programs, rather than adequacy
of signals and dependability of transmission, he contended.
Incompleteness of poll was shown
than one per cent of radio homes,
and from failure to realize that in
many states clear-channel stations
are most 'popular because they are
only web outlets, he averaed, Questioning accuracy of calculations, reglonal rep said report lists 95 stations as clear channel and slight attention was paid day-time transmitters slring web begorisms on excards from Nebraska revealed only
46.2 percent of listeners gave exclustrye stations first place, against figures of the station of the properties of the station of t

Mormon Church Ready To Spend 2 Million for KSL'S 500 KW. Fature

Salt Lake City, Oct. 13.
Latter-Day Saints Church (Mormon), principal owners and geranincomplete of the control of the contr

Lake. It is now located on the salt beds of Great Salt Lake ten miles aut of town

Glade is skedded to return to Salt Lake next week, with Pack staying on in Washington until decision on application is pronounced.

G. M. Concert From Cleve.

Auto Show; Also 2 Teners
Cleveland, Oct. 13.
James Melton and Donald Novis
are set for Cleveland annual Auto
Show in Public Hall Nov. 21-28.
General Motors plans to broadcast
its regular Sunday evening concert
from Public Hall using the Cleveland
Orchestra for the occasion.

Morris Hicks, noontime street re-porter of WIRE, Indianapolis, takes a new hop with his program. In fourth year under commercial spon-sorship, he now operates in front of the Lyric theatre.

LAFOUNT CALLS INDIE CREDIT IMPAIRED, **FUTURE CLOUDED BY CONSTANT FEARS**

Urges F. C. C. Establish Two-Year License Monopoly Should Be Curbed and Small Stations Protected, Former Commissioner Declares

Washington, Oct. 13. Washington, Oct. 15.

Any wholesale changes in allocations or regulation policies resulting from current engineering learnings before Federal Communications Commission

ing hearings before Federal Communications Commission will be decreed by the full Commission will be decreed by the full Commish and not by the three-man broadcast division.

Although industry people believed the trio comprising the broadcast section have sole responsibility. Commish authors revision of rules of principles must be ratified by all seven members. The division, comprising Chairman Frail, Judge Sykes and Governor Case, will make recommendations based on the record, however, and their

systes and Governor Case, win make recommendations based on the record, however, and the four collegares are expected to grow the record of th bench for many months, Com-missioners Payne and Stewart likewise have injected them-selves into broadcast quarries on pany occasions; and never have hesitated to speak their minds or fight with the broadcast division-ities.

Cry for long-term franchises was heard again last week at Federal. Communications Commission hearing on reallocation problems.

Beiging for policies which will stabilize the industry, Harold A. La-Fount, former Federal Radio Commissioner, urged the F.C.C., to supplant present six-month tickets with licenses good for two years and contended that such action would materially help the morale of broadcasters.

rially help the morale of broadcasters."

Denial that longer licenses would freeze the industry and prevent effective regulation was entered by
LaFount, who led the 'crusade between 1927 and 1934 for extended
permits. He took the view that in six inonths no broadcaster, particularly an independent operating a low-power or part-time station, can
make much headway. 'Such individuals find it hard to borrow funds or
obtain credit, he noted, and consequently are handleapped in improving their plants.

Proving their plants.

In the United States is a responsible
individual who will do a better job
If given a license for two years than
the will do if licensed for six months,
LaFount advised his successors.

Protection for independent broadcasters whose economic future is
threatened by eneroachment of
chains, was also asked of Federal
Communications Commission by LaFount.

Few Make Good Profit

Few Make Good Profit

Fount.

Few Make Good Profit

Pointing out that more than half of the indies lost money last year and only a few are making a good profit, he urged the F.C. to impose a ban on erection of more transmitters, defer changes in power limitations, and permit mergers, and relocations of low-power and limited-time stations. These steps will prove of material and in Impaired the profits of more stations, and provided progress, and the profits of more stations of low-power and limited-time stations. These steps will prove of material and in Impaired progress, and the profits of more stations of the profits to any licensees, he insisted that thorough consideration of the economic side of the business is of utmost importance.

Trend toward concentration of

importance.
Trend toward concentration

(Continued on page 66)

Crosley Sees No Cause tor Alarm From Super-Power; **Helps Regional Stations**

Helps Regional Stations

Washington, Oct. 13.

Super-power-broadcasting will increase the service area of clear-channel stransmitters many times and should not inflict-connounce harm on the industry as a whole, Powell Crosley Jr., owner of WIW, nation's solesson, or the station of the control of the contr

in listeners' homes, such as corroded connections, unsoldered splices, poor contacts, and other conditions of this

Naylor Rogers in Chi

Naylor Rogers in Uni
Chicago, Oct. 13.
Naylor Rogers in fown viesterday
(Monday) for a long confab with
Burridge Butler of WILS, the Prairie
Farmer, station, for the Confab with
Rogers and Butler are proceeding
with their plant to take dover KCOM
as the Federal Communication Commission gives 'it's approval of the
switch in ownership.

Crosley's Candor

Washington, Oct. 13.
Refreshing bit of frankness by Fowel Crosley partially rendicated the air of hypocrisy which overhung the F.C.C. reallocation hearings last week. Queried by Commissioner Thad Brown for explanation of methods used in deciding how much WLW would jump rates when 500 kw was used, Crosley admitted his station arbitrarily raised the rates 20% because we knew our costs would go up. Denying rates can be determined by any complicated formula or that any station has definite idea of its circulation, crosley brought frowns to faces of some station exec by declaring card rates are 'pretty much guesswork.'

WEBS CLAIM 99% OF SETS NOW?

Washington, Oct. 13.
Contending social and economic actors are most important, regional proadcasters urged Federal Combroadcasters, urged Federal Communications. Commission Tuesday (13) to reject technical arguments in favor of superpower and unrotwe condition of the industry by strengthening the position of regional stations. With a lengthy statement in opposition to removal of power limits on clear channels, Paul Spearman, counsel for. National Association of Regional. Broadcasters, insisted that greatest public benefit and economic advantages will resulf from permitting regionals to use 5 km nights and move to exclusive 5 kw nights and move to exclusive

frequencies.
Claiming that regional outlets are Claiming that regional outlets are the industry's backbon's Spearman begged the commish to remove restrictions on group he represents for general good of the industry and the listening public. Principal points of spokesman for organization mobilized by John Sifepard were:

First, power increase for clear-channel transmitters would not materially increase coverage but, litice joil to regionals would miprove such service substantially.

"Second, establishment, of super-

"Second, establishment of super-(Continued on page, 66)

Spearman Brands Super-Power as **Dubious: Raps Clear Channel Figures**

Washington, Oct. 13. Superpower operation will boost the industry's operating expenses far more than clear channel group anticipates, regional stations forecast in opposing change in wattage limits. Regionals challenged figures submitted by advocates of juice jump and complained that statistics have been doctored to back up clear channel deciries that added outlay will not exceed \$150,000 per station. Declaring revenues are not ample at present rates to meet cost, Paul Spearman, counsel for Shepard group, lestified Tuesday (13) that inhimum

exclusive transmitters was \$37,506. Talent-costs averaged \$7,307.

An examination of the figures shows that the average monthly gross revenue of clear channel statistics of the first state of the first s

man, counsel for Shepard group, its stiffed Tuesday (13) that minimum supernse of operating full-time 500 more than minimum outlay for efficient 50 kw. plant. His flag ure more than doubles estimate submitted last week by Joc. Chambers, and the former technical supervisor at WLLW. Sharp rate boosts will be imperative if superpower comes, Spearman of Ealined. Sharp rate boosts will be imperative if superpower comes, Spearman of Ealined. Forecast was based on analysis of financial statements submitted by all the superpower comes, Spearman for the superpower comes of the superpower comes of

FCC's Washington Docket

Washington, Oct. 13, Plea of KGGM, Albuquerque, N. Mex., for julce-jump from 25% washingts, 300 watts days, to 1 kilowatt all-times, was okayed last week by the Broadcast Division of the Federal Communications Commission. Commiss also took care of several other requests for boosts in power and attended to numerous routine matters.

Day power jump for KFRO, Longview, Tex., received the nod. Station, operating on 1370 kc, will increase its day gower from 100 to 250 watts. A boost from 100 watts to 1 kilowatt was okayed for WQDM, SC: Albans, VI., and the station also received permission to change frequency from 1370 to 1390 kc and operate specified hours night and day. Commish granted 'an extension of authority to the World Broadcasting Co., New York City, to transmit programs to the Northern Ejectric Co., Ltd., of the Dominion of Canada.

Station KRGR, Fortland, Ore., received the go-ahead sign on voluntary assignment of its license from Ashley C. Dixon, KFJR, Inc., to KALE, Inc. A second' voluntary assignment of license was granted WJIM, Lansing, Mich., with the Capital City Broadcasting Company relinquishing its claims to Harold F. Gross.

Referred to Examiners
Following applications were referred to Communications Commission

examiners:

Lawrence K. Miller, Pittsfield, Mass, new station to operate on 830 kc with 250 watts days; Knoxville Journal Broadcasting Co, Khoxville, Tenn, new station to be operated on 1200 kc with 100 watts nights, 250 watts days; WMMM, Fairmont, W. Va., boost power from 500 watts nights, 1 kw days, to 1 kw nights, 5 kw days; WMAR, Celveland, O, power boost from 500 watts nights, 1 kw days, to 1 kw days, to 1 kw days, to 5 kw unlimited (to be heard before the Broadcast Division); WHKC, Columbus, O, power increase from 500 watts unlimited to 1 kw days to 5 kw days (to be heard before the Broadcast Division).

Division).

WEEL Boeton, Mass., night juice-jump from 1 kw to 5 kw (to be heard before the Broadcast Division): WIAM, Anderson, S. C., change hours of operation from daytime to unlimited; Julius Brunton & Sons Co., San Jose, Callt., new station to be operated on 970 kc with 250 watts days (contingent upon KQWs application to move from San Jose to Sacramento, KQW, San Jose, Callt., day increase from 1 to 5 kw and move station to Sacramento, Callt., Staunton Broadcasting Co., Inc., Staunton, Va., new station to be protrated on 1500 kc with 100 watts nights, 250 watts days; William Avera Wynne, Wilson, N. C., new station to be operated on 1310 to be with 100 watts of the world Publishing Co., Tulsa, Okla., new station to be operated on 940 kc with 10 kw nights, 5 kw days.

Hores Blasted

to be operated on 940 ke with 1 kw nights, 5 kw days.

Hopes of three new-station applicants were biasted last week when Federal Communications Commission examiners advised the commish to toss their requests in the ash can. Turndowns involved transmitters for Los Angeles, Calif.

Examiners, at the same time, recommended power boosts for KUJ, Walla Walla, Wash., and KDo, Des Moines, Ia., and okayed the appeal of WMFF, Platisburg, N. Y., to operate nights as well as days. A request for authority to transmit programs to lovelen stations from the Ogdensburg cast Division, with the recommendation that it be dismissed with prefutice. Skicks looked black for the Metro Broadcasting Company of Los Angeles, which drew its third unfavorable examiner's report in three years. Outfit, which has been angling for a station on 200 kilocycles with 250 watts, limited time with WHAS, Louisville, Ky, is on shaky ground regarding legal and financial qualifications and, also, is deeply involved with local labor unions.

imited time with WHAS, Louisville, Ky, is on shaky ground regarding legal and financial qualifications and, also, is deeply involved with local labor unions.

Examiner P. W. Seward suggested to commissioners an outright denial of the application, or the alternative of a dismissal with prejudice, after wading through masses of garbled testimony left over from the two previous hearings and receiving new testimony equally difficult to interpret. Legality of the application itself was questioned, since the request was made in the name of an individual proposed to assign the application which she does not have an assignable interest to other persons, and since she was found to be not a citizen of the United States. Name of the application which she does not have an assignable interest to other persons, and since she was found to be not a citizen of the United States. Name of the application is the way of the states of the citizen of the United States. Name of the application are all the states of the proposition of the proposition of the states of the proposition of the states of the states. Or all the states of the states

operation only.

Mrs. Tornek was represented by Charlton Ogburn at the hearing before Examinor Seward, and Ben S. Fisher and Charles V. Wayland, Washington attorneys, appeared in behalf of J. C. & E. W. Lee and stations &GF. (KEWB and KRKD, Protests of KEHE, Los Angeles, were ared by two other. D. C. briefsters, John M. Littlepage and William A. Porter, while the F.-C. C. was represented by James D. Cunningham. The American Federation of Musicians, interested in the matter because of a promiser by Corenson-that a Musicians Union band would have a prominent place on the program of the proposed transmitter, engaged Samuel T. Ansell as counsel.

Corenson-that a Musicians' Union bane wours never the program of the proposed transmitter, engaged Samuel T. Ainsell as the program of the proposed transmitter, engaged Samuel T. Ainsell as Slight legal skirmish over the application of the Magnolis Broadcasting Company, Jackson, Miss., for a smallie on 1420 kc, led to a recommendation, by Examiner Seward that the request be dismissed with prejudice for want, of prosecution. Represented by Attorney Hall Johnston, the applicant presented a motion for continuance, predicated on the withdrawal of one of the parties in the three-man partnership of William D. Davis, Dixon Fyles and W. H. Johnson. Counsel for Willo, Baton Rouge, La., and Wild, Jackson, Miss., opposed the motion and, when it was found that a similar motion had been furned down by the commish because it was in conflict with F. C. C. regulations, Seward uphield the two protesting twas in the conflict with F. C. C. regulations, Seward uphield the two protesting that the conflict of the

Falled to Show Up
Duluth Broadcasting Company, Duluth, Minn, seeking a smallle on 1200
kc, likewise was recommended for a dismissal with prejudice, by Examiner
Seward, when the applicants falled to show up at the scheduled hearing.

(Continued on page 66)

NBC SEEKS 5-YR. CONTRACT

General Mills Seeks Afternoon Hour On NBC Red: Alerady Uses Heavy Time

Chicago, Oct. 13. Already rating one of the largest users of radio time, with a full hour spread on Columbia coast-to-coast plus 15 minutes on NBC and a host of spot stations throughout the country, General Mills is now readying to add a full hour on a coast-tocoast NBC red spread to the cover-

Blackett-Sample-Hummert agency here has started negotiations to clear this 60 minutes of red cross-country time, which, is figured to start early in December at present plans. While the period itself has not yet been determined, it will be some time during the afternoon, but will not include any portion of the traditional children's hours' from 4 to 5 p. m. Afternoon is preferred, due to fact that the morning is pretty well taken eare of by the Columbia 60 minutes. Understood that the NBC hour will be broken up into 15-minute portions, also, with the B-S-H firm testing and preparing at least three new programs to be inserted into the new period. this 60 minutes of red cross-country

FIFI DORSAY'S \$2.100 SUIT ON RADIO DEAL

Fift Dorsay is suing Blackett-Sam Fill Dorsay is suing Blackett-Sam-ple-Hummert, Superior Radio Artists and Bob Goldstein in City Court, New York, for two weeks' salary and other money allegedly due in can-cellation of a radio contract before expiration. Goldstein heads Supe-rior, which is a booking adjunct of R.S.-H

B-S-H.

Miss Dorsay was booked by the defendants on the Dr. Lyons summer
air show, starring Willie and Eugene
Howard, on a 13-week and option
deal. After the 11th week, she
charges, she was dropped when the
Howards went to Chicago with
'Scandals,' necessitating switching
the broadcasts to that point.

Total 'amount sued for is \$2,100.
L. Robert' Broder represents Miss
Dorsay.

... MANAGING EDITOR'S 2ND Hairis of Norfolk Sponsored Double 080,8 to Over WTAR

Nortolk, Va., Oct. 13.

A second commercial on WTAR
has been signed for Winder R. Harris, imanaging editor of the Nortolk
Winghian-Pilot. New show is Womwhile the News' and Pender Grocery

Co. is sposoring.

boffshris continues his "This Week's
Naws for the National Bank of Commetric on Sunday nights. John WilBoh New, ad mgr., closed latest Har-

Paper owns station.

Bob Hotz' Temporary Job

Chicago, Oct. 13.

Robert Hotz, program director of the Blackett-Sample-Hummert agency, moves over to the radio division of the Republican National Commitof the Republican National Committee here for the remainder of the
presidential campaign. Though Hotz
has resigned from the B-S-H firm as
of Nov. 1, he joins the GOP forces at
the request of Hill Blackett.
Hotz will work with Ted Church
will supervise the placing of spetime of the program ideas on the
GOP other, shows.

Hal Metzger Promoted

Hal Metzger has been designated program director of WTAM, Cleveland. He follows Tom Lewis in that john, Metzger for seven years handled the publicity desk for the station.

Rupert Daily, Toledo newspaper-an, takes over p.a. chore.

RADIO SHOW FLOPS

Only \$700 Gross for Week at 40c Ad-

Minneapolis, Oct. 13. Minneapolis, Oct. 13.

One of biggest financial flops of recent memory was annual radio and appliance show promoted by a localite who had been successful with the ite who had been successful with the same enterprise in three previous years. In the 9,000-seat Auditorium at 40c admission with Rio Rita and her girls' orchestra plus Gus Van and his minstrels as stage aftractions, the show grossed only \$700 for the week. Promoter is said to have dropped \$5,000.

Spade-Calling Of Time Prompts A Form Letter

San Francisco; Oct. 13.

Reason for Wrigley's cancellation of its March of Time sponsorship was the magazine's manner of handling controversial subjects in its broadcasts, according to a letter signed by the gum manufacturer's advertising manager and published in a Salinas (Cal.) newspaper.

Letter was written in answer to protests against alleged misrepresentation of the Salinas lettuce soft situation on a recent March with the salinas incident with the salinas incident unsurprising. Wrigley got the brunt of the one-sided, close-minded and bigoted persons who resented the candor and impersonal slants brought out in the radio programs. Especially was this true in a presidential year. Alternately accused of being pro-Republican, pro-Democrat, pro-Fascist and pro-Communist the gum company has since adopted a hands-washing policy. Salinas letter is similar in vein to others the sponsor has sent out.

Dave Lipton at CBS

Dave Lipton has joined the CBS publicity department in New York for exploitation work under Jap Gude.

Gude.

Lipton for years has been publicity and advertising man in the picture and theatre field. Has been with Balaban & Katz and Sally Rand.

Herschel Deutsch's Tour

Herschel Deutsch, radio chief of the Lawrence Gumbinner agency, embarking on his annual swing to the Coast to give spot stations in a dozen key places the o.o. Jaunt is made primarily in the interests of Roi Tan eigars, now running a schedule. schedule.

Deutsch is also contemplating get-ting a slant on stations for several other spot jobs in prospect.

V-Y Terpers Set in N. Y.

Chicago, Oct. 13.
Veloz and Yolanda go into the
Waldorf-Astoria, New York, Oct. 27
for the winter. Understood rating
\$3,500 weekly for themselves and orchestra

Dance team now on a couple of hotel dates in the midwest—Muelbach in Kansas City and the Gibson hotel in Cincinnati. Set through Music Corp. of America.

Bud Cherrington, director of con-tinuity for WIBM, Jackson, Mich., has resigned to do freelancing. Jes-sie Church, English and dramatic in-structor from Jackson high school, takes over.

FEARS MUTUAL AND CBS RAIDS

National Readying to Drop Traditional One-Year Cancellation Policy—Sees Need to Stop Trends Threatening Network

DRASTIC MOVE

NBC has adopted Columbia's methods of doing business with affiliated stations. Move which NBC now has under way would put its associated stations under five-year contracts, in place of the one-year

as childer way would by the associated stations under five-year agreements now prevailing, and bar such affiliates from carrying the programs of any other network. NBC's new policy on station relations, as revealed last week, has had the effect of a hombshell on organizations which were contemplating network projects similar to that of Mutual, which depends for most of its local releases on, stations affiliated with NBC.

For NBC the five-year idea makes a radical departure. Ever since its inception NBC has proceeded on the policy that the cry of monopoly could have no basis in fact as long as the network took the precaution to allow its affiliates to withdraw at reasonable notice. After two or not provided that the conclusionation of the content of the conclusionation of the content of the

Not Cancellable

New agreement which NBC is asking stations to signature will serve to cancel any affiliate obliga-tion now in effect. The uniform contract which NBC established alcontract which NBC established almost two years ago gave either party the right to cancel on a year's notice. It is NBC's plan to replace this arrangement with a five-year deal containing no cancellation clauses. The provision banning the release of any other network's programs has been adopted by NBC for a two-fold purpose: (1) to stymic the further growth of Mutual and prevent the cropping up of similar network developments, and (2) to exercise control over an affiliate's penchant for joining regional projects.

Visiting

In New York

Norman Siegal, Cleveland Press. Glenn Snyder, WLS, Chicago. Conklin Mann, WLS, Chicago. Townsond Guernsey, WLBZ, Ban-

K. W. Pyle, KFBI, Abile Harry Trenner, WNBF,

Bill Behrman, WBOW, Terre Bill Behrman, WBUW, 1erre Haute. Don Searles, WIBW, Topeka. M. M. (Pete) Elliott, CFCF, Mont-real (Canadian Marconi), Chet Mittendorf, KFWB, Holly-

wood.
Bill Ray, KFWB, Hollywood.
In Chicago
Arthur Church, KMBC, Kansas

City.
Don Davis, WHB, Kansas City.
Cliff Samuelson, Gen. Mills, Min-

Guernsey's Aeroplane Yen Townsend Guernsey, general manager of WLBZ, Bangor (Me.), spending a few days in Manhattan pricing airplanes.

Says he needs one for biz as well

Flamm Calls on F. C. C. in Person to Deny WMCA, New York, Is For Sale

Holding Over

Washington, Oct. 13.

Washington, Oct. 13.
Luther Patrick, congressmandesignate from Alabama, may
broadcast regularly for WJSV
here when he moves to Washington. A deal is in prospect.
Patrick, running as a radio
wit and debunker, astonished
seasoned politicians when he
professing to know anything
about complex economic problems and without promising
anybody anything,

WARM-UP WEEK AHEAD OF **B'DCAST**

Treview idea, among a flock of other tricks, has been uncorked by N. W. Ayer in connection with the National Dairy show which hits NBC next. Saturday eve (17). Sponsor and agency last Saturday (10) put on the opening stanza in NBC's biggest studio before an audience, but without broadcasting. Idea is that this procedure allows for a week to correct flaws in the program. Notion is not new, but 'previews' generally are not staged as far as a week in advance.

Another trick incorporated into this stanza will be a series' of musical games worked up by Leonard Holton, game author. Twist was incorporated on the theory that Saturday might part and the saturday of the program shutting off the radio. No prizes to be awarded for the etherized stuff, however. Milk laws don't allow premiums in several states.

PREVIEW FILM THAT TELLS ABOUT RADIO

San Francisco, Oct. 13.
Film preview of the new Oldsmobile NEC show, Trvin Cobb's Paducah Plantation,' will be screened at a local exchange for San Francisco and Oakland radio editors Thursday night (13). Two-reeler, made in color, introduces, Cobb and, his endoted by John Swallow, manager of the network's Hollywood studios. Auto company paid the production at the production of the network's Hollywood studios. the network's Hollywood studios Auto company paid the production cost. Radio program debuts Satur-day (17) over a nation-wide NBC-

cost. Radio program debuts Saturday (17) over a nation-wide NBC-Red web.
Next week Lloyd Yoder, NBC press chief in San Francisco, will take the film north to Portland and Seattle. Purpose of the picture is to interest Oldsmobile dealers in the program. Opies are being distributed throughout the country.

WINS' Anti-Red Series

WINS, Hearst outlet in New York. has assembled a roster of guest speakers who will spout on Communism and their reasons for opcoming it. Stanzas, of half hour length, come Monday mornings at

First spieler was Mrs. Victoria Booth Demarest, granddaughter of the founders of the Salvation Army.

JONES & HARE'S 15TH

Billy Jones and Ernle Hare cele-brate their 15th birthday in radio on Oct. 18. First airing was over WJZ, for two hours in 1921.

Station WNEW, New York, is shop-ping for a program director.

Washington, Oct. 13.

Washington, Oct. 13.

Donald Flamm, president of WMGA, New York, made an informal call upon the Federal Communications Commission last week for the primary purpose of spiking a series of rumors that he was on the verge of the primary purpose of spiking a series of rumors that he was on the verge of the primary purpose of spiking a series of the primary purpose of spiking a series of the primary purpose of the commission of a rumor circulating in the New York sector of the broadcast trade that he had received an ultimatum from the FCC that if he did not sell the station he would be deprived of his operating license. During his informal char with the commish Flamm disclosed that he was on the verge of closing for new static quarters, principally because flamm, he busying himself in had direction.

Among those who contacted Flamm on a buy proposition recently was a broker who said he represented John Shepard, 3d, prez of the Yankee Network.

Transradio Organizes Election Night Set-Up Using 1,200 Reporters

Transradio News Service has arranged to have in operation the night of Nov. 3 the first reported set-up devoted on a nationwide scale to collecting and disseminating electrostic states and the result of the service of 1,200 men and women on a job which will entail not only giving the station client a continuous flow of figures but a half-hourly commentator, resume on the national results and an hourly word summary of the local state situation. This service will start at 6 p. fit, election night and wind up at 8 p. m. the next day, leading the first performance of the returns on the Press-Radio Rureau, using staff and name political commentators for tells between statistics. There will also be the usual stunt and street-color pickups.

KROW Quits Regional

Oakland Cal Oct. 13. KROW will sever its relations with the Northern California Broadcosting System on Dec. 1 and has so notified the latter organization.

so notified the latter organization. Split in the pact, which was reached April 15 of this year, due to negative commercial results of the regional hook-up. Four football games, bankrolled by Associated Oil Co., and four spot announcements was total aniount of bit from inception Cott.

COS will have two stations left, KDSS will have two stations left, KDSS will have two stations left, MDSS an Francisco, and KQW, San Jose.

Alex Griffin's Series

Philadelphia, Oct. 13.
Dramatic series, True Detective
Stories, being readied for siring,
Taken roon geries of the property of

Fiji, Java, on Radio's Biggest 'Route': RCA Magic Key's First Birthday

VARIETY

Suva, Fiji Islands, and Batavia, Java, were added on Sunday (11) to the international circuit of RCA Magic Key showmanship. Because the program was observing its first birthday the task assigned RCA Communications was exceptionally pretentious. Some day this sort of thing may be commonplace but right now, and probably for some time to come, split-second switch-overs between Radio City and points all over the globe rate re-

points all over the globe rate respectful awe.

John B. Kennedy called the stunt rapid transit world wide wanderings. Some six European capitals, plus Honolulu, Montreal, Buenos Aires, Nashville, Java and Fiji—Jack Knight aboard an aeroplane high over Chicago—were brought in She only pause on the program was not from distance but from Radio City itself when a 10-second silence followed the half-hour station break. Reception over the NBC blue net-

followed the half-hour station break. Reception over the NBC blue net-work was excellent in all instances save Rome and the Fiji station. Fading tendencies were present in both these pick-ups. London, Basle, Vienna, Batavia, Buenos Aires, Berlin, Honolulu, Montreal and the aeroplane were bell-like. Paris was stillated by in the bell-like rais was stillated by in the work of about 95% in working some II casual miracles during the course of an hour's program.

of an hour's program.

John McCormack (who broadcast
for RCA as early as January, 1925)
was the personality chosen to top
the anniversary broadcast. He was
picked up from Nashville with Ted
Snyder at the plano. Eddy Duchin's
orchestra, John B. Kennedy, Ben
Grauer and Milton Cross plus the
the control of t

Grauer and annual regular NBC symphony filled out the program.

Erna Sack, soprano, from Berlin, and Eduardo's tango ensemble from the Argentine offered samples of international show biz. Other pickups offered mostly samples of international announcing.

national announcing.

During its first year of broadcasting the RCA Magic Key program has used 38 opera and concert personalities, seven symphony orchestras, 13 choirs, five journalists, five scientists, three sports personalities, 17 dramatic play excerpts, 38 legit stage players, 27 film players, 25 dance orchestras.

players, 27 Bim pilayers, as the players, 27 Bim pilayers, 27 Bim pilayers, as the processor of the players of

ALVIN BUSH ENOS Safety Talks 5 Mins. TIDEWATER AUTO ASS'N.

3-Mins.

MTAR, Norfolk

MTAR, Norfolk

Safety theme with nev setting in program just started by Tidewater Automobile Association over WTAR. Alvin Bush Enos got idea to interview Norfolk's leading citizens on threedbare following the drop-off in tourist trade at summer's end, Moreover to the control of the

FRED ALLEN With Portland Hoffa, Harold Von Zell, Town Hall quartet, Peter Van Steeden's orchestra

Steeden.
Varlety
60 Mins.
HPANA, SAL HEPATICA
Wednesday, 9 p.m. EST
WEAF, (New York
(Young & Rubican)
chow, same cast (w
cmart.exi

Wenare, New York

Same Solve, Same cast (with exception show, same cast (with exception show, same cast (with exception show), and cast (with exception show), and show show and show and show and show a show and show a last year. Which means that the amateurs are in a class by themselves, and serve a useful purpose. By occaping the show and serve a useful purpose. By occaping the show and serve a useful purpose. By occaping up his material to or spidly by exactly one half. And there's no subsister harping on helping these poor upstarts find a foothold on the stage. As much of the amateur stuff is adhibited from the show of the show and the show and

MOLLYWOOD ROOM RECIPES'
With Gladys "filler
Talk
15 Mins.
HIGELOW SANFORD.
Tues, Thurs, 9:45 a.m. EST
WOR, New York.
Emmett)
Carpet and rug manufacturer is
trying to set up some Emily Post standards for parlor and bedroom,
the while hammering home the notion that the floor is also part of the
house. Interesting on the whole,
revision currently in need of minor
revision currently in need of minor
revision caught (1) attempted to get

house. Interesting on the whole, even it currently in need of minor revisions.

Stanza caught (1) attempted to get away from routine spieling at the stanza caught (1) attempted to get away from routine spieling at the statisfactory trick. In this case, however, Miss Miller's unnamed femme sparring partner waxed a little too enthusiastic on the strength of her sparring partner waxed a little too enthusiastic on the strength of her sparring partner waxed at hit or her strength of the strength of her sparring partner waxed from the schange of phoney verbiage should nonetheless of the sentence structure and delight. Miller next gives a room recipe derived from a Hellywood pic set. The in is good, and the recipe and photo will be sent on request. Conclusion has a contest offer, in which Bigelow Sanford will send furniture. The contestant is to paste these together along his own conceptions of interior decorating. It's a good idea, but this reviewer failed sained. Serious boner to bury this intrinsic info so deeply.

Tripartite splitting of the 15-minute stretch makes for escape from incely set up if those few finishing touches were added. Show, originally on WOR alone, now is also going to WLW as a Mutual account

H. C. POWELL 'KENTUCKY CLOCKER'

H. C. POWELL

KENTUCKY CLOCKEP

JENTALIN, FALLS CITY BEER
Tues-to-Sat; 6:39 p. m.

WSAL Cincinnati

Titled dopester is H. C. Powell;

who follows the ponies at different tracks the year around. Here for the fall meeting at River Downs, ovalmike chores that have been this sideline in track towns for past couple of years.

This stanza, co-sponsored by the
burg's leading sea food and chop
bouse and the Falls City Brewings
is aired nightly except Sundays and
Mondays at 6:30, originating in
Shevilirs.

Spieler, introduced by staff announcer, opens with results and
preceously. Standard
stan who follows the ponies at different racks the year around. Here for the fall meeting at River: Downs, oval for heavily adjoining Coney Island, he's doing different the fall meeting at River: Downs, oval fall meeting at River Downs, oval fall meeting at the fall sold of the results goed of years, always to the biz since 1012 and as the saying focus and the Falls City Brewing Co., whose beer the eatery dispenses, fall of the biz since 1012 and as the saying Co., whose beer the eatery dispenses, fall of the biz since 1012 and as the saying Co., whose beer the eatery dispenses, fall of the biz since 1012 and as the saying Co., whose beer the eatery dispenses, fall of the biz since 1012 and as the saying Co., whose beer the eatery dispenses, fall of the biz since 1012 and as the saying Co., whose beer the eatery dispenses, fall of the biz since 1012 and as the saying Co., whose beer the eatery dispenses, fall of the biz since 1012 and as the saying Co., whose beer the eatery dispenses, fall of the biz since 1012 and as the saying Co., whose beer the eatery dispenses, fall of the biz since 1012 and as the saying Co., whose beer the eatery dispenses, fall of the biz since 1012 and as the saying Co., whose beer the eatery dispenses, fall of the biz since 1012 and as the saying Co., whose beer the eatery dispenses, fall of the biz since 1012 and as the saying Co., whose the eatery dispenses, fall of the biz since 1012 and as the saying Co., whose beer the eatery dispenses, fall of the biz since 1012 and as the saying fall of the biz since 1012 and as the saying fall of the biz since 1012 and as the saying fall of the private lives of the contract of the private lives of the contrac

GINGER ROGERS, WARREN WILLIAM With Alan Mowbray, Verree Teas-dale, Lela Rogers, Doris Kenyon, Cecil B. De Mille Curtain Rises'

Ceeli B. De Mille

Cartain Rises'

8 Mills

APP

Monday, 9 p.m. EST.

WABC, New York

Monday, 9 p.m. EST.

WABC, New York

Between entree and side disting.

Lux goes entree and side distinger performance she's had on the ether, and she conducted herself nor comic. Benjamin Kaye's Curtain Rises' is straight drama with a couple of pathetin cote divided between Miss Rogers and Warren What mediore opus up the behind precise direction and timing.

Most of the play depends upon voice nuances for effect, and to that extent it fair when the wear of the second of the play depends upon voice nuances for effect, and to that extent it fair when the server willinger Rogers) becomes impatient of fire backwardness and attempts to hire a matinee idol (Alan Mowbray) to give her dramatic lesson, mainly who does such a good job of teaching that the erstwhile dud of a charmer actually emerges as a finished so when a condition of the server of the server

The Berick Lowaghey
The Reporter of Plays'
This Reporter of Plays'
This Span.
Fridays: 9:15 p.m.
Wildly, Chicago
Wildly, Chicago
The Company of the Company

west chain willow weekly look-see at the current drama.

Tille The Reporter of Plays' has been used for years by Donaghey in lectures on drama at universities.

Gold.

JACKIE COOPER With Victor Young, Guests With Vier-Diecs BLUE COAL Tues-Thurs, 6:45-7 p.m. WGV, Schenectady (Ruthrauf & Ryan) of Hollywooder Choper as

Mes.-Thurs., 6:85-7 p.m.

Wot', Scheneckady

A group of Hollywooders, more,
work on this waver, turntabled at
an hour when listeners are supposed tq be in-a-mood to hear about
heating. Proper operation of furnaces is stressed as strongly as is

Program creates an atmosphere
of informality, thanks to its youthful pilot and to emphasis on personalities of guests. Some of the
latter do not troi out a great deal
latter do not troi out a great
latter do not a deal
latt

heard on rubbers to follow.

Spiels about the D. L. & W.'s coal and local dealers' John Barclay-trained heating service are frequent. Station miker comes in for a sign-off on a cash-and-scholarship prize contest, entry blanks and details obtainable from Bue man listed in classified section of telephone book.

"THE GUMPS'
With Wilmer Waiter, Agnes Moorehead, Jackie Kelk
Comic Serial
15 Mins,
PEBECO
Mon. through Fri., 12 neon EST
WABC, New York
(Lennen & Mitchell)
Between changes in cast, direction,
sponsorship and authors, this serial
has the enter since emerging from
the comic pages of the Chicago Trib,
Presently it represents a pretty good
writing and acting job. Pebeco
toothpaste foots the bills.
Half a decade has somewhat di-

Presently it represents a pretty good writing and acting job. Pebeco toothpaste foots the bills.

Half a decade has menwhat distance to the bills.

Half a decade has menwhat distance to the bills.

Half a decade has menwhat distance to the west per strip. Characters of Andy, Min, Chester, etc., are vaguely like their wacky forebears, but in accordance with radio procedure they re currently involved in complicated serial pibts and situations but within their lunary well conceived on the whole. Sample: Andy finds a box of gold in his back yard which a phoney newspaper man steals from him when he explodes a batch of tear gas that Andy thinks is fiashlight powder for a brought of the strip of the strip

advantages.
Wilmer W-lter. with a highpitched voice that cracks every so
often, gives a passable representation to the ear of a character built
primarily on a visual base. Ditto
Agnes Moorehead as Min, and Jackle
Kelk as Chester. Himan Brown is

director.

Pebeco commercials are about what would be expected. Lemen & Mitchell, which dishes them up, appears to be setting a 'triple action' complex of a 'triple action' complex of a 'triple action' complex of a 'triple action'. The setting and now it's 'triple action', Pebeco. Steady listeners could hardly, fail to note this repetition of claims for totally dismillar products; even it steady listeners aren't usuall 'acquainted with accorder.

DR. ALLAN DAFOE
With Frazier Hunt, Buth Carhart,
Lindsay McPhail Orchestra
15 Mins.
LYSOL

M-W-F; 11:45 A.M. WABC, New York

WABC, New York

Gennen & Mitchell).

Doctor who rose to worldwide fame in connection with his handling of the Diome Quintuplets may for Lysol. He has previously commercialized for Pet Milk. In the present job for the Lehn & Fink disinfectant, the doctor sits down limited the control of the

LOUISE MASSEY
With the Westerners, Mitt Mahle,
Larry Wellington, Cameron
Andrews, John Milton

Larry Wellington, Cameron Andrews, John Milton 30 Mins.

LOG CABIN SYRUP
Thes. 8 p.m.
Wark
Wilz, N. Repiton & Bowles)
Tog Cabin Dude Ranch is the name of this session which seems oddly out of place on a major network at the cream hour of cight p.m.
While an one of the commercial streams of the commercial structure of

WHAT'S IN A NAME

WHAT'S IN A NAME'
Disc
Disc
IS Mins.
GUNTHEF BEEWERY
GUNTHEF Haby, 748 p.m. EST
WYFER, Estlimore: WEC, Wash.

(I. A. Goldman)
This sponsor, who has br.'d many
programs on Waste and Balto broadcaster in Jose the very more and the control of the

ETHEL BARRYMORE Bevived Plays Revived Flays
30 Mins.
BAYER'S ASPIRIN
Wednesday, 5:36 p.m. EST
WJZ, New York
(Blackett-Sample-Hummert)

Wedsenday, 2039 p.m. ENT
WIZ, New York
(Blackett-Sumple-Hummert)
Super's took the eary way out by
the super su

Possible that the plays will improve as the schedule moves out of the early 1800's into modern times. There is better fare on the advance list. Would have been wiser to use some of this first, to give the series a better sendoff. As is, the debut was marked by good acting, a mediocre play, and ditto reception. Will the the tale of the considerably the same of the considerably the considerably

PERSONAL COLLEGISTANDER (Chipso)
15 Mins.
PROCTER & GAMBLE (Chipso)
Mon.-Fri., 9 a.m.
WGX, Schenectary
(Blackman)
(Slackman)
(Chipso)
(Chi PERSONAL COLUMN OF THE AIR

PROCEER & GAMBLE (Chipso)
Mon.Fri, 9 a.m.
WGX, Schenectary
Glackman)
Program, heralded as new and
diffication of the control o

JUNIOR BROADCASTERS CLUB
With Ray McConnell, Jean and
Georgie
Music, drama
IS Mine.
MALI-TO-MEALI
These-Thurs-Sat.
With the Ray McConnell has at last
Ound his right spot on the air. Successively, he's been a trumpeteer, arranger, composer and now 'Uncle
Russ' on this late afternoon kid program.

'WE, THE PEOPLE'
With Phillips Lord, Mark Warney
Orch, Fred Utal
Nevelty
30 Mins.
CALUMET BAKING POWDER

Novetty 129 Miss.
CALUMET BAKING FOWDER
Sunday, 5 p.m.
WJZ, New Yest & Rubicam)
One more in the cycle of novelty programs that have been so numerous this season. Fhillips Lord, once the sanctified Seth Parker of sustaining eminence, has been active in control of the control of Ripleyseau coldities, at the control of Ripleyseau condities, at the control of the cont

self is in glory).

Unusual angle has the announcer state in advance the precise number of minutes or seconds allotted to the next speaker. This is done twice for the commercial spiel which is tabbed at 58 seconds. at 58 seconds

Calumet is of the General Foods clan. Land.

JERRY BELCHER 'Our Neighbors' Novelty 30 Mins. Sustaining Sustaining Sunday, 3:30 p.m. WJZ, New York

Sunday, 3:30 p.m.
W3Z, New York
Belcher is the vox popper from.
Houston formerly teamed with
Parks Johnson. He is a nimblewitted smooth-talking ringmaster witted smooth-talking ringmaster witted to the proper of the proper of the proper of the proper of the purpose of interviewing the whole family and the family's neighbors and friends.
For the inaugural Belcher haden an invasion of average American parlors for the purpose of interviewing the whole family and the family's neighbors and friends.
For the inaugural Belcher haden between the family's neighbors and friends.
For the inaugural Belcher haden had to be for the family and the family's neighbors and friends.
For the inaugural Belcher haden had belt family and the family in the family in

ing throughout.
Incidentally, a great free plun for the real estate development which got repeated mentions. One of the got repeated mentions. One of the solution of the solu

r. Belcher has showmanship. Land.

THAT'S MY JOB'
WHIN Helen Oviatt Griffin
Sustaining
Friday: 7:30 P.M.
WHAM, Rechester, N. Y.
This program got off to a nice
start and has plenty of possibilities.
Helen Oviatt Griffin, who also
gram, and who has had newspaper,
as well as radio experience, has a
flair for bringing out the unique and
the humorous. A lot depends on the
subject interviewed, but the first
coaching, waiters, saleagirls, night
club entertainers and whatnot, will
be good for some unexoccted answers, laughs and revealing philosDRifficheser, as the first subject.

Thirdresser, as the first subject.

swers, laughs and revealing philosophy.

Hairdresser, as the first subject, opened with the quip when a wompone of the confidence of the confidence of the confidence of the confidence and went on to tell some of the follows of her customers, desires to look like a favorite film, and exercised various stitudes toward her and unreasonable demands by some.

Mrs. Griffin kept well in the background with just enough prompting Fanger, composer and now learning to the last afternoon kid program. Handles his end quite well as merator and counselor of teen-age less than the subject of the subj

FOOTBALL

WABC, NEW YORK (Fordham-So. Methodis

WABC, NEW YORK
(Fordham-So. Methodist)
Ted Husing apparently had an off day Saturday (9). Failed io mention the score in his broadcast of the Fordham-SMU game from the beginning of the third quarter until just though there was a break for station identification in between. Perhaps the combination of numerious tough names to pronounce on Southern Methodist's tricky and fast combination tied up his usual smooth delivery.

At any rate, Husing became so absorbed in relating the innumerable absorbed in relating the innumerable the play closely. Typical of this perhaps was the manner he left his listeners hanging in mid-air as SMU tried to score from the one-yard line. Eventually his sir audience was apthen touchdown over failure to make the touchdown over failure to make the touchdown over failure to make several tolegrams giving the scores of out-of-town genes.

several telegrams giving the scores of out-of-town games. Werr:

WWJ and WJR. DETROIT

(Michigan vs. Indiana)

Kellogg's has just about teersity of Michigan, grid contests. It's shipping stuff out over two of Detroit's key stations and has Ty Tyson, top sportscaster in these parts, handing out the play-by-play as well as the comparison of the play-by-play as well as the Missed a good bet opening week, with 'M' grappling with its ancient rival, Michigan State, but local chain outlets were tied up with Worldhowever, covered opening Big Ten contest with Indiana U, and clicked. Tyson needs no introduction to local sport fans. He's been handling many rear and hap things interjunder control. His chief forte for many years was baseball, but past few seasons he's also been handling looball and struts his stuff well. Commercial blurb is as constrained as possible, with Kellogg running a slogan contest, which involves a lot of explanation. Tyson hands if out explanation. Tyson hands if out explanation. Tyson hands if out of explanation. Tyson hands if out explanation is the type of the part of the type of type of the type of t

miles away, seemed lo-blutt. Pete.

WHAS, LOUISVILLE

(Kentucky vs. Georgia Tech)

Grid go Saturday (10) between

University of Kentucky Wildcass

and Georgia Tech Yellowjackets was

control from Allanta, through facilities of WHAS in Louisville.

Game was bankrolled by Standard Oil of

Kentucky, with headquarters in the

distribution in Georgia and other

strictly southern states.

Longest plug preceded the game,

and was spieled over the WHAS

home studio mike. Announcer ex
canged to give play-by-play account

of all games played by U of Ky,

whether at home or out-of-town. U

of Ky, is located in Lexington, about

broadcasts of games by that college

in the remote pickup category.

Joe Wheeler, WHAS's ports

spieler, handled the pre-game com

ments, and gave a lear as a single play
spieler, handled the pre-game com

ments, and gave a lear as a single play

throughout the preliminary galaver,

which sather took away from the

fore the kickloff. Preliminary galavar

from 1:45 until starting time, in
cluding a rwitch to pick up the

school bands, both rather off key,

but probably no datar
mitted over the ether.

Wheeler gave good account of

himself calling plays. He showed a

nice change of pace, highlighting the

sa bit of relaxation both to himself

and to listeners during the periods

when time was called, and the action

Experies an unnamed local man at the

quarters, for the commercials. Plug;

vere brief, and stressed fact that

Standar Oil was interested in

bringing football games to listeners.

(Nebraska vs. Minnecola)

KFAB, LINCOLN
(Nebraska ss. Minnecota)
Nebraska ss. Minnecota)
Nebraska suts the foot down on
broadcasts of home games, but okaved
this away-from-home contest. Mintinesota nodded to the idea of going
this sway-from-home contest. Mintinesota nodded to the idea of going
the state of the idea of going
the state of the idea of going
the state of the contest.
Handling by pulling the advertising just
before the game, between the halves
and at the close of the contest.
Handling the broadcast was Reg
Martin, station manager, who used
to Chicago. Martin, although away
from the mike a long time, did a

JACK OSTERMAN With Harold Stern's Smith, Eleaner Sherry Orch. Bill Smith, Eleanor Revue 20 Mins. VIM STORES Sunday, 5:30 p.m. WOR, New York

Vim STORES
Smaday, 5:30 p.m.
WOR, New York
Program is not new. Osterman is.
New to the program and to radiobut an old hand as a mrc. and
to the program and to radiobut an old hand as a mrc. and
to the state of the state of the state
should carry him along in radio.
That he also provides his own material is a further plus.
The state of th

WARREN B. FRANCIS
Folitical Comment
10 Mins.
Sustaining
Friday, 11:05 p.m.
WEAF, New York
Subbing for George Holmes, regular NBC spieler on Washington mate
easy microphonic delivery plus syllable-perfect diction. His radio voice
is distinctly pleasant, his tempo fast
enough, but not too fast, Handled the
ment. Clear and impartia.
He's Washington representative for
Los Angeles Times and VARIETY,
Land.

very commendable job, gave a comprehensive, picture, and has a good radio voice.

He handled the assignment in a showmanly manner, interviewing game as they filed into the stadium during the half and at the end of the context. He was assisted in this by J. B. Lake, the station's regular man on the street. The street is the street of the context of the context well and gives but such dope as yardage, substitutions and general atmosphere almost as fast as it happens. He laid off the ad-plugs altigother, and let the studio handle this cond. A break for the fans who handled them in the middle of a tense grid scene.

Burn.

tense grid scene.

WFBC. GREENVILLE, S. C.

No notes behind a sport mile is
Jimmle To behind a sport mile is
Jimmle To behind a sport mile is
Jimmle Week to severe the sport of the Furman-Georgia game in
WFEC's studies for Coca-Cola. Many
listeners were fooled.

In chierizing the Furman-Citadel
fracas, the booming voice of Thomotones, with just enough of the staccato quality to place the listener in
the spirit of the game. Thompson's
patter reveals his thorouth frmiliarity with the game and is full
of the slangy gab that goes with the
Thompson's was ably assisted by
Thompson was ably assisted by

of the slangy gab that goes with the game.

Thompson was ably assisted by WFEC's head mike man, Bill Bitens, who handles the numerous brief plugs which are dealt out only at times when inactivity on the field exists, thus keeping at a minimum car-sore among air addicts. Coca-Colas opposish is WBT's Atlantic Refining tootball staff sired by Charlee Crutchfield. Gym.

by Charles Crutchfold.

WIBK, DETROIT

(WHOM AND ADDROIT OF THE AD

STANDARD SYMPHONY HOUR With Mishel Plastre Oreb. 62 Mins. STANDARD OIL OF CALIFORNIA TRASS. 3:15 BM. PST RFO, San Francisco

STANDERD OIL OF CALIFORNIA TRUSS, 813 pm. PST
RF0, San Francisco
(McCam, Erickson)
Standard Symphony Hour, starting lts 10th, year on the coast NBC-Red web, continues to set an example followed by few other programs when the continues to set an example followed by few other programs when the continues to set an example followed by few other programs when the continues to the continues to the continues of the continues of the sponsor, the Standard Oil Company of California, with nebures of the sponsor, the Standard Oil Company of California, with nebures of the sponsor, the Standard Oil Company of California, with nebures of the sponsor of the

chestral concerts was indicated some time ago in a poll of listeners, who voled overwhelmingly for the commencer of the poll of listeners and the poll of the commencer of the poll of the content of the

YE MERRIE MEN OF OLDE With Ole Foerch Orchestra Comedy, Song, Music '5 Mins. TIVOLI BEEE Tu.-Th.; 645 p.m. Tu.-Th.; 6:45 | WWJ, Detroit

WWJ, Detroit

Initial venture in WWJ's new free
radio theatre, and a nice starter. It's
costumed and written by Mel Wiss-

radio theatre, and a nice starter. It's cossumed and written by Mel. WissWith scene laid in days of King Arthur's court, Ils-minute show, has benefit of swell music by OleFloorch's circ, which turns in some control of the starting of the Year MyIlliance of the the starting of the Year MyIlliance of the the starting of the Year MyIlliance of the MyIlliance of the MyIlliance of the MyIlliance of the older days, is choice and well prointed. Eugh-off at show could not only one of the MyIlliance of the older days, is choice and well prointed. Eugh-off at show to five the starting of the older days, is choice and well prointed. Eugh-off at show to five well a starting of the older days, is choice this show on at 8:45 p.m. (not the best for visual audiences), and its it run only 15 minutes. Pete.

CLARY SETTEL

CLARY SETTEL
The Old Observer
Sports Comment
15 Mins.
EOI TAN CICARS
EV.-F. (33 p.m.
EV.; Les Angelez
Laurence C. Gumbinner)
A lotta smoke but no fire. Lacks pack, drags and suffers from poor to the control of the co

CRITICS GO OVERBOARD WIT

Most welcome addition to the screen's current entertainment list—THE GAY DESPERADO is a bargain at any price. A witty, hilarious, tuneful lampoon that is worth anybody's money at the box-office.

A rich and hilarious burlesque that can stand by itself as entertainment . . . a swift-paced production . . . a refreshing and delightful screen operetta.

—Howard Barnes, N. Y. HERALD-TRIBUNE

Hilarious is the word for "The Gay Desperado"... Simply elegant comedy, a grand cast, lilting music and fast-moving action.

—Rose Pelswick, N. Y. JOURNAL

Film gives rare enjoyment . . . there's no telling when you'll come across a more diverting picture . . . I'll eat my words if it isn't to your liking . . . Mark it must by all means,

N. Y. AMERICAN

One of the most delightful film entertainments the Music Hall has ever provided

... Martini has developed into sparkling light comedian ... distinguished by inspired direction and thrilling songs by Martini.

—Bland Johaneson.

N. Y. DAILY MIRROR

Martini enters into picture's comic spirit
... pure comedy played hilariously ...
first-rate musical comedy. —Frenk Nugent,
N.Y. TIMES

One of the gayest, most tuneful, and allaround delightful entertainments of the season . . . heartily recommended to all who appreciate a good laugh on top of fine music.

N. Y. DAILY NEWS Everything that a musical picture should be. "The Gay Desperado" is . . . this one is among the best . . . this picture has a lot of everything.

—Archer Winsten, N. Y. POST

"The Gay Desperado" is sheer fun mixing comedy, romance and melodrama with some pretty grand sound . . . a charmingly frivolous satire.

—Eileen Creelman, N. Y. SUN

A direct hit with any audience! Certainly the most entertaining musical of the season and easily the most original of all tune films!

LOS ANGELES HERALD EXPRESS

Distinctly a fascinating addition to the screen's entertainment! Original, clever and popularly amusing! —Edwin Schallert, LOS ANGELES TIMES

"The Gay Desperado" is delightfully incredible stuff which defies description as farce, comedy, or light opera, but which has the ingredients of all three.

—James Francis Crow, HOLLYWOOD CITIZEN-NEWS

Nino Martini's glorious singing, a superlatively delightful romance, and a beautifully staged production make "The Gay Desperado" a picture not to be missed.

—Marie Canel.

MOVIENEWS & PORTLAND OREGONIAN

A refreshingly original and tasy dish for the cinema menu.

—Jesse D. Spiro, DETROIT FREE PRESS

I count it a privilege to be among the first to proclaim "The Gay Desperado" as one of the very funniest pictures ever turned out of Hollywood.

DETROIT EVENING TIMES

Box offices can hit Gay Desperado" tail" of song, roma —SHO

It would be good shot exhibitors to what to start telling the early as possible. It office bet. Automaticute to the attermass audiences.

Best blues chaser of ing and delightful-hearted.
PHILADELPHIA PUR

This picture offers

Rouben Mamoulian other notable speet himself a nomine award for this one

"The Gay Desper triumph of cellulor ping everything in to date.

This picture will me great! The screen laughs than this The plaud Mary Pickfor for "The Gay Design

- INTERNA

A rollicking laugh Martini's glorious grand entertainme way! Is it the kind play to big box-o very top to the bo

We're so proud of these reviews that we'll send a blow-up FRE to any theatre requesting it for advance display in the lobby

HELD OVER FOR SECOND WEEK AS RECOR

A WAVE OF LAVISH PRAISE!

high "C" with "The t's a "Martini cockce and action! IMEN'S TRADE REVIEW

mmanship on the part.

The film is available patrons about it as book like a sure box
sty recommend this bar of both class and

ION PICTURE HERALD

iffetime! It's charmends you away light-—Alice Tildesley. 6 LEDGER SYNDICATE

ing-up entertainment ighter!

—Ella H. McCormick, DETROIT FREE PRESS

who has directed thes, is likely to find for the Academy's DETROIT NEWS

is an absolute intertainment toptematic presentation

-Relman Morin, ASSOCIATED PRESS

America laugh! It's inever given more office country will apaind Jesse L. Lasky ado."

—Wallace X. Rawles, DNAL NEWS SERVICE

ided comedy, plus bice, which makes every foot of the a show that should a returns from the m.—FILM DAILY Put this on your must list! Nino Martini tops everything a singing star has done.

—Henry Sutherland,
UNITED PRESS

A picture which assuredly is one of the finest of the year in artistry and surefire entertainment values, and a smash money entry!

—VARIETY

The most original and best comedy of the year! Headed for big grosses everywhere!

—HOLLYWOOD REPORTER

Here is box-office for any theatre! Original and different—it has inherent exploitation quality enabling showmen to go to town.

—MOTION PICTURE DAILY



CROWDS STORM RADIO CITY MUSIC HALL!

Washington, Oct. 13.

Public airing of intricate backstage negotiations over stations WOV and WLFWL, New York, was decreed last week by the Federal Communications Commission after several sessions marked by passionate hickering and blunt name-calling.

Resisting pressure for speedy action, the broadcast division decided to hold open hearing on the application of Arde Bullova to purchase WOV, which also is sought by the Paulist Fathers, owners of WLFWL. At the same time the industry herders ordered full discussion of pleas of St. Michael's Church, Brooklyn, for the 1130 kc assignment now held by WOV. 16.

Decision to ventilate the WOV. WLFWL mess, which was opposed by story, influences from Pemocrafic

Decision to ventilate the WOV-WILWI mess, which was opposed by strong influences from Democratic quarters, means no action can be taken to appease various Catholic groups. Bulova and his Tammany backers, Italian groups, and Columbia Broadcasting System before the end of the year. Hearing order blocks any hasty settlement before the election was the strong or the s

billows any hasty settement before the clerical property of the complete by deep-seated disputes within the Commiss over truture operation of WWL, New Orleans, which also is the property of a Catholic order. The broadcast division worked up a heated temper over WWL last Friday (9) when third successive attempt was made to force a show-down on the Loyola University application for consent to continue operating unlimited time on 850 kc. After much pro and contongue-lashing, the divisionites put the New Orleans headache over until this week. this week.

Permit Expires Nov. 1

Permit Expires Nov. 1
With two members refusing to be
swayed by their adamant colleague,
the division is set to withdraw
WWL's right to operate at night on
850. The temporary permit expires
Nov. 1, having been continued a

WWL's right to operate at night on 1850. The temporary permit expires Nov 1, having been continued on a month-to-month basis since last the work of the control of the cont

Atmosphere was further charged when the F.C.C. legal staff, continuing to probe indecency charges against WOV, asked the Paulists to subjuit whatever evidence they have about program oftenses, of the Italianaiowned station. The Paulists were told politely that the time, has arrived to either put up or shut up: The entire nightname is expected to be submitted to President Roosevelt in the near future. When the President returns to town from his current campaien execution, a tree.

current campaign excursion, a trek to the White House is looked for, which may lead to a solution of the problem even before the Bulova-WOV purchase is aired.

Jack Benny's Writers

Jack Benny, now in Hollywood, has placed two writers under contract for the 39-week period of his 22 over WEAF. They will do one of 1896-37 broadcasts for Jello Gagsters are Bill Morrow and Ed Beloin. Sters are Bill Morrow and Ed Beloin and's one-act repertory presentation. The Packard prior to his Jello return. Jack Benny, now in Hollywood,

SPONSORS-AGENCIES

B. C. Remedy (headache powders) has signed the University of North Carolina football schedule via WPTF, Raleigh, First game also to be fed to WROL, Knoxville, Tilis include North Carolina vs. Tennessee, Maryland, N. C., State, and Duke, Mike staff to include Graham Poyner, J. B. Clark, Carl Goerch and John Frazee.

J. Walter Thompsen agency, Chicago, is readying to spread in spot business, and has hired Gene Fromherz to handle that end of the ether grind. Fromherz formerly with the Afâliated Broadcasting system.

Skinner Mfg. (Raisin Bran) start-Skinner Mfg. (Raisin Bran) starting its first radio promotional efforts in the southeastern area via a transcription campaign over WSM, Nashville. Placed by Buchanan, Thomas agency of Omaha. Discs run, thrice-weekly under tag of 'Adventures of Sonny and Buddy,' and are accompanied by dealer display dope plus 50,000 samples of the product. WSM handed out the samples for the client.

Des Moines Food Show at the Shrine Auditorium Oct. 12-17, will have Little Jackie Heller as radio headliner, with Mrs. Pennyfeather, the Vagabonds, Morin Sisters and Pat Kennedy as m.c. Orville Foster, music director of Iowa Broadcasting mannequins will participate in a fur passeant.

pageant.
There will be 60 booths this year and a school of modern cookery.

Meavy ad campaign directed at college papers has been initiated by William Esty agency for Camel Car-yam Copy goes overcoard on hot ray good to the control of the wild the undergrads. Ziggie show has not been doing so well in the ratings and ad splunge is intended

Tom Revere, radio head for Ben-ton & Bowles, rotating around Holly-

Edward Bernays in Washington last week-to oversee presentation of bust of Lord Kelvin to the Smithsonian Institute. Bernays is public relations counsel for Kelvinator elec-

Procter & Gamble started placing Procter & Gamble started-placing its spot announcement campaign on White Naphtha last week through the Blackman agency. Orders are for two announcements a day, five days a week over a period of 10 weeks. Indications are that the campaign will considerably exceed the term of the original contract.

Network Chart

NBC NEW PROGRAMS
General Electric Co.: 'Hour of
Charm' with Phil Spitalny and girls,
Mondays, 4 to 4:30 p.m., starting
Nov, 2; for 26 weeks. Basic Red,
WSAL, WIRE.

Nov. 2; for 26 weeks. Basic Red. WSAI, WRS. 25.
Sherwin-Williams (paints): Metropolitan Opera Auditions of the Air; Sundays, 3 to 3:30 p.m., starting Oct. 18; for 24 weeks. Basic Red. Basic Pacific Red. KTAR.
Batic Pacific Red. KTAR.
Better Speech Institute of America (English study chart): Undecided musical and dramatic show. Sundays, 3 to 3:15 p.m., starting Oct. 18; for 52 weeks. Basic Blue. WSAI, WOOD, KLO, Basic Pacific Blue. SE, SW.

for 52 weeks. Basic Blue, WSAI, WOOD, KLO, Basic Pacific Blue, SE, SW.

CBS NEW PROGRAMS
Republican State Committee: William Bleakley spiels, 93 to 10 p.m. on Oct. 23: three times only. VIa New Cot. 23: three times only. VIa New Lord Line; Thure, Inc. 'March of Time; Thue, Cot. 15; for 52 weeks. Via 36 stations, coast-to-coast.

E. I. du Pont de Nemours (Zerone anti-freeze): Irene Beasley and Zerone Jesters, Tuesdays, 7:30 to 7:45 p.m., starting Oct. 13; for 13 weeks. Via New York and Philadelphia only. MUTUAL NEW PROGRAMS
New York State Democratic Farty: Political talks, half hours at various tuding developed the programs of the Via New York State Democratic Party: Political talks, half hours at various tuding to the programs of the Voltage of the Vol

(Note: new programs or renewals for more than 13 weeks are generally cancellable in cycles of 13 weeks on 30 days' notice.)

6:45 to 7:00. First time in New York commentary on tootball with musical background, will change with sea-sonal public interest.

I. J. Fox Fur Trappers program resumes over WEAF, New York, on Oct. 18. Quarter hour with Bertrand Hirsch band and Hugh Conrad spiel-ing. Peck account through Arthur Sinsheimer.

Tom Fixdale, Chicago, has been appointed publicity and promotion director for the Mineral Water System of Excelsior Springs, Mo. This appointment was made by C. A. Brantingham, prexy of Brantingham, prexy of Brantingham, Myers & Co., Chicago management engineers retained by the Water System. Besides maintaining publicity offices in Chicago and the Springs, the Fizdale office is sending Charles G. Hall to the Springs as resident p. a.

Larus & Bros, return to radio shortly to plug Edgeworth smoking tobacco and Domino cigarettes. Richmond house is placing its radio advertising through Marschalk & Pratt. Rest of budget goes B.B.D. & O.

Dedge, through Ruthrauff & Ryan, s issuing 20 one-minute dramatized nnouncements. Started Sunday (11).

RCA, through Lord & Thomas, has ordered one-minute station break on the outlets carrying its 'Magic Key' web stanza. First break was

Frequency Discounts on Broken Sked Up Again: Benton & Bowles' Query

'KING'S DANCING PARTNER'

WOR, New York Edits Out Mention

WOR, New York deleted mention of the name of the Mrs. Simpson of London from the talk of Alian Grigsby on Sunday (11) out of deference to Britishers in New York area who squawked on a previous occasion when King Edward's friend was mentioned by name over the air. Program is sponsored by National Safety Bank, As edited by WOR Mrs. Simpson became 'the King's dancing partner.'

Noel Coward on WEAF

Agency interest in the newspaper-type contract for spot radio time buying is spreading since Blackman and Ruthrauff & Ryan introduced the practice several months ago. Benton & Bowles is the latest considering this tactic. In connection with the Palmolive spot account, B & B have written a letter to station reps query-ing on interrupted frequency dis-counts. Letter says:

"If we continue these (Palmolive)

"If we continue these (Palmolive) broadcasts without interruption for another 26 times, will the 52-time rate apply and will it be retroactive to the first 26 times?

to the first 26 times?

'If we cease broadcasting on Oct.

19 and resume on the 26th, what
effect will this week's interruption have on the 52-time rate for station?'

Unlike Blackman and Buthrauff & Ryan, Benton & Bowles makes no mention of protection against rate raising. Query is strictly confined to frequency discounts on interrupted

Here and There

skedded for last Sunday (11), with possibility of more to follow for a month or so. J. Hymes-doing the ordering for the agency.

Ford (Edgewater, N. J., branch) sponsored the loudspeaker system at the new Roosevelt Raceway, N. Y., during the Columbus Day meet (12). Also got some plugging in during the trial runs of the previous week. Actual etherization of the events, however, was carried on sustaining.

Raymi Laboratories (Resista-Run treatment for hosiery) has named the E. T. Howard agency, New York, and will use radio.

Acquin Products, St. Louis, has added radio to its media list. Placing being done by the Kelly-Stuhlman

Derothy Gray (cosmetics) moving its account to J. Walter Thompson as of Jan. 1. To be handled out of New York.

Wm. S. Scull Co. (Boscul coffee and tea) readying a spot campaign through F. Wallis Armstrong, Phil-adelphia.

J. Walter Thompson agency sends Lynn Baker, Coast manager, east to head the new business department, and Arthur Farlow coming in from St. Louis to take over Baker's spot in Frisco.

Sam Meek, account executive with the Thompson outfit, arrived from the east yesterday for a periodical survey of the Coast offices.

Bide Dudley starts over WOR. New York, on Oct. 18, giving legit and film reviews. Program is on at 12:15 pm. EST. Sponsored by Glame.

R. L. Watkins (Mulsified Cocoanut R. L. Watkins (Mulsified Coccanut Shampoo) has renewed its MGM Movie Club show over WHN, New York, for 26. weeks. Same line-up with Radie Harris, news commen-tator and interviewer, and George Nobbs handling general production. Blackett-Sample-Hummert agency.

New Corn Products show premieres Oct. 19 on CBS. Hits Mondays, Wednesdays and Fridays, running 15 minutes starting at 1-p. m.
Rav Sinatra's orchestra, Morton Ray Sinatra's orchestra, Morton Bowe, Mary Belle and Bill John-tone, as film news reporter, make

stone, as film news reporter, make up the program. Johnstone is on Modern Screen magazine. Roger White productions is writ-ing and staging the series. E. W. Hellwig is the agency.

United Drug (Rexall products), through Spot Broadcasting, is plac-ing five "Magic Hour's stanzas on WMCA, New York, starting Nov. 3 and ending Nov. 7. Run 15 minutes aplece, mornings.

Harris Soap Co. (Oxygen Soap Plakes) is tinkering with a premium offer that involves a tie-in with 100 gasoline dealers, in and around Butfalo. Company, on its Mrs. Ross programs. offers a copper skillet. Hygrade Petroleum Co. undertakes redemption of the offer at its filling stations, advantage to Hygrade being the extra traffic routed to its pumps. Expansion of program and merchandising contemplated if successful in the try-out spot. Armand S. Weill, Buffalo, is agency.

Zanith Radio dealers of Columbus are bankrolling Lew Byrer, sports ed of the Columbus Citizen, and Jack Tritsch, mikeman, on a twice-weekly stint over WHKC. Wednesday eve chore offers pigskin predictions, while another jaunt on Saturday night; goes through postmortems.

Central Illinois Electric and Gas Central Illinois Electric and Gas Co. is tying up a straw vote with a radio program via WROK, Rockford. Works goes under name of WROK Ballot Box." and hits the air five-weekly 7.15 to 7.30 p.m. Utility company sends wo ballot-Utility company sends wo ballot-utility company sends wo ballot-utility company sends wo ballot-utility company sends wo ballot bomes. Woters are asked to cross off their local and national candidates on a mimeographed sheet and dates on a mimeographed sheet and

dates on a mimeographed sheet and deposit in a sealed ballot box. Totals read over the air, with a request to listeners to keep an up-to-date tab-

Best Ice Cream buying 26 Sunday afternoon programs over WFBL, Syracuse. Talent is Thelma Jean MacNeil, organist, and guest per-former. Object is to sell parties and other affairs large ice cream orders.

Ben Berale band will share the American Can program on Oct. 27 with Beatrice Lillie as guester and H. W. Phelps of the can firm. Lillie will entertain, Swhile Phelps will short spiel the customers and listeners in celebration of the firm's first anniversary with the Bernie Building State of the Canada of the

Milton Ponder, WFBC, Green-ville, S. C., announcer, goes to Nashville, Tenn., for the 'Grand Old Opry' show over WSM.

Eddy Brown, violinist for the past eight years with WoR as soloist and assistant musical director, has re-signed to take post of musical di-rector with high fidelity station W2XR, New York.

WHO, Des Moines, started the fifth year of its Iowa Barn Dance Frolic with a gala opening at the Shrine auditorium and over 3,500 customers for the two-hour and 15-minute pro-

Jimmie Rich, head of WNEW'S music bureau, is serving as relief or-ganist for Dick Leibert, regularly at the console at the Radio City Music Hall.

Norman Siegal and frau in New York for a week to o.o. new fall web programs. Siegal is radio editor of the Cleveland Press (Scripps-How-ard) and N.E.A. Syndicate.

Early Maxwell, sports commenta-tor, Wednesday (7) inaugurated over WNBR, Memphis, his fifth consecu-tive year of football forecasting.

Lee Bland, announcer, formerly of Columbus, O., is new on staff of WKRC, Cincinnati, replacing Jack Curran, who moved to Syracuse, N. Y.

Chick Vincent resigned from Cros-ley staff, Cincinnati, as a program director, to return to his home in NYC.

Alice O'Leary, blues warbler, and her hubby, Adrian O'Brien, tenor, with WLW-WSAI, Cincinnati, in re-cent months, back in their native Boston.

Art Gillham, whispering pianist, formerly with CBS, is a newcomer to WLW, Cincinnati.

Virginia Fallon, sec to Frank M. Smith, biz manager of WLW-WSAI, Cincinnati, a student of German in University of Cincinnati night

Katic Nelson, WCKY receptionist, sponsored by Junior Chamber of Commerce, Covington, Ky., in con-test of Greater Cincinnati Hallowe'en Festival Queen.

Geraldine Farrar down from Ridgefield, Conn., home to speak at WICC, Bridgeport, for Landon.

Eleanor Lane, former songstress with Merry Madcaps at WTIC, Hart-ford, now spotted as soloist at WBZ,

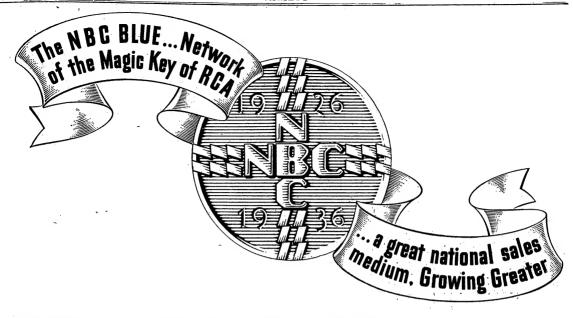
Joseph Lopez, station supervisor at WICC, Bridgeport, awarded Purple Heart for meritorious service with 26th Division overseas.

Bruce Hendon, CKCK Radio Chef, Regina, Sask, signed for five-a-week series by Red & White Stores. Hen-don also doubling as 'Capt. Bruce' in Sat. morning Junior Safety Army sponsored by Chevrolet.

Shella Stewart, staff pianist at CJRM, Regina, Sask., for several years, has resigned. Jaunting to New York.

V. M. Chestnut, formerly assistant manager of CFAC, Calgary, Alberta, is new manager of CKCK, Regina, Sask, with leasing of Leader-Post newspaper station by Taylor, Pearson & Carson, Ltd. W. J. Speers, for-merly of CHW Regina, named pri-merly of CHW, Regina, named pri-tone of CHWC, new advertising manager.

Mrs. Johnny McAllister, wife of Philco Phil.' of WBT, Charlotte, N. C., has recovered from a recent operation and is back at her post on the secretarial staff at WBT.



The Magic Key is only ONE of the Great Shows on the NBC BLUE... typical of the kind of programs which have built tremendous audiences for NBC advertisers

In celebrating the first anniversary of the Magic Key program, the NBC Blue Network points to its enthusiastic reception with pride. Its splendid array of world-wide talent has made it one of the great shows of the air—a show in every way representative of the high showmanship for which the NBC Blue is famous.

It is entertainment of this sort, backed by the great technical facilities of the National Broadcasting Company, which has built up such notable audiences for all Blue Network programs—and for all its advertisers.

As the most striking tribute to the sales power of the Blue, we are listing the companies which have used-and are using-the NBC Blue during the first eight months of 1936. New names are being added constantly!



FREE! A New Book about the NBC Blue Network

"GREAT AND GROWING GREATER" gives a swift, concise picture of the many important developments in the NBC Blue Network and the type of showmanship that has produced outstanding sales results for leading national advertisers. Ask for it—it's yours!

The Greater NBC BLUE NETWORK

SERVING ALL PRINCIPAL MARKETS IN THE UNITED STATES

THE BLUE BOOK OF BLUE NETWORK ADVERTISERS 1936

AMERICAN CAN COMPANY AMERICAN HOME PRODUCTS, INC. AMERICAN ROLLING MILLS CO. AMERICAN ROLLING MILLS CO AMERICAN TOBACCO CO., INC. B. T. BABBITT CO. BETTER SPEECH INST. BOURJOIS SALES CO. CAMPANA CORP. CAMPANA CORP.
THOMAS COOK & SONS
KNOX GELATINE CO.
F. W. FITCH CO.
FORD MOTOR COMPANY DEALERS
GENERAL FOODS CORP.
GENERAL MOTORS CORP. GENERAL MOTORS CORP.
GENERAL SHOE CORP.
GOODYEAR TIRE & RUBBER CO.
HORLICK'S MALTED MILK CO. HOUSEHOLD FINANCE CORP. HUMPHREY'S HOMEO, MED. CO. HUMPHREY'S HOMEO, MED. CO.
ANDREW JERGENS CO!
JERGENS-WOODBURY SALES 'CORP.
S. C. JOHNSON & SON
THE KELLOGG CO.
LAMONT CORLISS & COMPANY
LARUS & BROS. CO, INC.
LIFE-SAVERS, INC.
MILES LABORATORIES, INC.
MODERN FOOD PROCESS CO.
JOHN MORRELL & CO.
NATIONAL BISCUIT COMPANY
PACIFIC COAST BORAX CO.
PILLSBURY FIOUR MILLS CO. PILLSBURY FLOUR MILLS CO. PINEX CO.
PITTSBURGH PLATE GLASS CO. PITTSBURGH PLATE GLASS CO.
PREMIER PABST SALES CO.
PRINCESS PAT, LTD.
PROCTER & GAMBLE CO.
RADIO CORP. OF AMERICA
RADIO GUIDE, INC.
REAL SILK HOSIERY MILLS, INC. HAROLD F. RITCHIE CO. ROGER & GALLET SINCLAIR REFINING CO. L. C. SMITH TYPEWRITER CO. SPRATT'S PATENT, LTD. STANDARD BRANDS, INC. STERLING PRODUCTS, INC. SUN OIL CO. TASTYEAST, INC.
UNION CENTRAL LIFE INS. CO.
WANDER CO. WM. R. WARNER CO. WASEY PRODUCTS, INC G. WASHINGTON COFFEE CO. WELCH GRAPE JUICE CO.

TALENT

The Magic Key of RCA salutes the artists who have lent distinction to its program

TRANSMISSION POINTS HEARD ON MAGIC KEY PROGRAM

FROM ROUND THE WORLD

AFRICA ADDIS ABABA,

ASIA BANGKOK, SIAM TOKIO, JAPAN

EUROPE

AMSTERDAM, HOLLAND

BASLE, SWITZERLAND BERLIN, GERMANY BLARNEY CASTLE, IRELAND

BLARNEY CASTLE IRELAND BUDAPEST, HUNGARY RESDEN, GERMAN

GENEVA,
SWITZERLAND
LEIPZIG, GERMANY
LONDON, ENGLAND
MADRID, SPAIN
PARIS, FRANCE
ROME, ITALY
ST. BERNARD
MONASTERY PASS,

STUTTGART, GERMANY VIENNA, AUSTRIA

PACIFIC
ISLANDS
HONOLULU,
HAWAII
MANILA,
HILIPPINE ISLANDS

SOUTH AMERICA BUENOS AIRES, ARGENTINA

MID-ATLANTIC

U. S. NAVY DEPOTS AT DUTCH HARBOR ALASKA GUAM

GUANTANAMO BAY, CUBA PANAMA CANAL ZONI SAMOA

FROM UNITED STATES AND CANADA

ALAMEDA, CALIF.
BOSTON, MASS.
BROOKLYN, N. Y.
CAMBER, N. J.
CHICAGO, ILL
CINCINNATI, ONIO
DETROIT, MICH.
HOLLYWOOD, CALIF.
OS ANGELES, CALIF.
MILMAI BEACH, FLK.
MILMAINER, WIS.
AINNEAPOLIS, MINNA.
MILWANIER, WIS.
AINNEAPOLIS, MINNA.
MINNAMER, CANADA

MONTREAL, CANADI NEWARK AIRPORT NEWARK, N. J. NEW ORLEANS, LA. NEW YORK CITY, NEW YORK

U. S. Navy Submarine in Hudeen River Status of Liberty HAGARA FALLS, N. 1 OTTAWA, CANADA PHILADELPHIA, PA. PORTLAND, ME.
RICHMOND, VA.
SABETHA, MANSAS
SALT LAKE CITY,
UTAH
SAN FRANCISCO,
CALIF.
SPENCER, IOWA
WASHINGTON, D.C.
WESTBURY, LLT,
NEW YORK.

U.S. NAVY DEPOTS

Washington, D. C.
Boston, Mass.
Charleston, S. C.
Great Lakes
Training Station

Hampton Reads, Va. Key West, Fla. New York, N. Y. Pensacola, Fla. Philadelphia, Pa. San Diego, Calif.

RCA



Recently the Radio Corporation of America completed one year in its presentation of The Magic Key program.

This full hour of entertainment is broadcast each Sunday afternoon, over the nation-wide facilities of the Blue Network of the National Broadcasting Company. It has been the privilege of the Radio Corporation to present a truly astonishing array of talent. Each week great artists from every field of entertainment make their appearance.

These men and women who lend distinction to The Magic Key program are heard from all over the world. An amazing record of far distant pick-ups has been made by the Radiomarine Corporation and RCA Communications, two members of the Family of RCA. Their facilities enable these widely scattered entertainers to be heard... no matter in what part of the globe they give their performance.

Many of them, too, are Victor recording artists...long favorites with the public; artists whose Victor Records daily bring pleasure to scores of thousands of homes.

For thirty years and more Victor Records have brought the living presence of great artists to thousands of music lovers. Today...RCA is proud to bring such performances not only on Victor Records but also to millions each week on the Magic Key radio program.

In no small measure it is the artistry of these entertainers who have won wide popularity for this program.

Therefore, on the first anniversary of The Magic Key program... and as it starts on its second year... the Radio Corporation of America gratefully acknowledges its indebtedness to the brilliant performers who have graced the program.

LISTEN TO THE MAGIC KEY PROGRAM EVERY SUNDAY AT 2 TO 3 P.M., E.S.T., OVER NBC BLUE NETWORK

RADIO CORPORATION

RCA MANUFACTURING COMPANY. INC.

NATIONAL BROADCASTING COMPANY, INC.

makes the show

These are the artists who appeared on the RCA Magic Key program during its first year

OPERA STARS

ROSE BAMPTON LUCREZIA BORI MARIO CHAMLEE DORIS DOE SUZANNE FISHER KIRSTEN FLAGSTAD DUSOLINA GIANNINI HELEN JEPSON
MARIA JERITZA
LOTTE LEHMANN
HOVANNI MARTINELLI
LAURITZ MELCHIOR PAUL ROBESON TITO SCHIPA Mme. ERNESTINE SCHUMANN-HEINE GLADYS SWARTHOUT MARIAN TELVA ARMAND TOKATYAN

STARS OF THE **CONCERT STAGE**

MARIAN ANDERSON
HAROLD BAUER
RUDOLPH GANZ
PERCY GRAINGER
HERBERT ERNST GROH
(from Berlin)
BRONISLAW HUBERMAN HILDAH LASHANSKA MISCHA LEVITZKI
JOSEF LHEVINNE
LE PETIT MIRSHA
(from Budapest) JOHN McCORMACK RUGGIERO RICCI ERNA SACK (from Leis CARLOS SALZEDO OSEPH SCHMIDT ANDRES SEGOVIA (from Madrid) ALBERT SPALDING HELEN TRAUBEL EFREM 21MBALIST

SYMPHONY **ORCHESTRAS**

CLEVELAND SYMPHONY MINNEAPOLIS SYMPHONY MINNEAPOLIS SYMPHONY
NBC SYMPHONY
PHILADELPHIA ORCHESTRA
VIENNA SYMPHONY
Y, PHILHARMONIC SYMPHONY
ORCHESTRA (70 members)
THE PHILADELPHIANS

SYMPHONY ORCHES-TRA CONDUCTORS

FRANK BLACK WALTER DAMROSCH CHARLES O'CONNELL EUGENE ORMANDY ARTUR RODZINSKY LEOPOLD STOROWSKI

PERSONALITIES PROM-INENT IN SPORTS

LAWSON LITTLE HELEN WILLS MOODY

PERSONALITIES PROM-INENT IN PUBLIC LIFE

HONORABLE J. D. GARDNER
Canadian Minister of Agriculture
GENERAL JAMES G. HARBORE
Challman of the Beard of RCA
J. EDGAR HOOVER
Chief PLOOVER
Chief Plot Pacific Division
Pan American Alivays
ADMIRAL JOSEPH M. REEVES
U. S. Navy
COLONEL HENRY L. ROOSEVELT
Assistant Secretary of the Navy
DAVID SARNOFF, Prosident
Radio Corporation of America
SWARTZKOPF, Germerly
SUPERINGENERAL OSSEPH K. TAUSSIG
LU. S. Navy, Assistant Chief of
Naval Operations
ADMIRAL JOSEPH K. TAUSSIG
U. S. Navy, Assistant Chief of
Naval Operations

LIEUT. COMDR. WHEELER U. S. Navy

PERSONALITIES PROM-INENT IN JOURNALISM

EDWARD BEATTY
ALISTAIR COOKE
FLOYD GIBBONS
JOHN B. KENNEDY
EDGAR ANSELL MOWRER

PERSONALITIES PROM-**INENT IN THE ARTS**

PATIENCE, RICHARD AND JOHN ABBE, authors MAX GORDON, Theatrical Produc KATHLEEN NORRIS Novelist and Playwright C. M. TREMAINE, Socretary of the National Music Week Committee H. G. WELLS, Novelist

PERSONALITIES PROM-INENT IN SCIENCE

LEWIS M. CLEMENT, Vice-president in charge of engineering, RCA Victor In charge of engineering, RGA Vict DR. RAYMOND L. DITMARS Curator et N.Y. Zoolegical Garde WILLIS R. GREGG, Chief of Weather Bureau, Washington, D. DR. C. A. MORTON Television Engineer, RCA Victor

CHORAL GROUPS

BINA MOSSMAN GLEE CLUB BINA MOSSMAN GLEE CLUB
CALIFORNIA VARSITY EIGHT
CINCINATI. OPERA COMPANY
DON COSSACK CHOIR
D'OYLY CARTE OPERA COMPANY
EVÀ JESSYE CHOIR
JOHN GOSS and the
LONDON SINGERS
RCA VICTOR GLEE CLUB
RUSSIAN SYMPHONIC CHOIR
UNIVERSITY OF STOCKHOLM
MALE CHORUS
(Trom Stockholm)

(from Stockholm)
UNIVERSITY OF PENNSYLVANIA
Mask & Wig Club
VIENNA CHOIR BOYS VICTOR LIGHT OPERA COMPANY YALE GLEE CLUB

DRAMATIC SCENES FROM:

A TOUCH OF BRIMSTONE BOY MEETS GIRL CALL IT A DAY DAVID COPPERFIELD DAVID COPPERFIELD

DAVID COPPERFIELD

LOVE ON A BET

MUTINY, ON THE BOUNTY
ONE RAINY AFTERNOON
OTHELLO
PRIDE AND PREJUDICE
QUEEN VICTORIA
SATURDAY'S CHILDREN
SCHOOL FOR SCANDAI
HET THERE MUSKETEERS
THINGS TO COME
THIRTEEN HOURS BY AIR

MUSICAL SEQUENCES FROM:

MADAME BUTTERFLY THE MIKADO DRGY AND BESS RED RHUMBA

BROADWAY STARS BRIAN AHERNE

BRIAN AHERNE
GLENN ANDERS
A. G. ANDREWS
JOYCE ARLING
ADELE ASTAIRE
SHIELA BARRETT
ROYAL BEALE
NIGEL BLAKE
LUCIENNE BOYER
ANNE SROWN
ROBERT BURTON
HA CLAIRE
LUCIENNE BOYER
ANNE SROWN
ROBERT BURTON
HA CLAIRE
HA CLAIRE
CEORGE M. COHAN
JEROME COWAN
FRANK CRAVEN
JEANNE DANTE
TODD DUNCAN
REGINALD GARDINER
HILDEGARDE
ALLAN JOSLYN
KASANOVA AND HER TZIG
WALTER C. KELLY
(The Virginia Judge)
BORRAM MINNEVITCH
AND HATMORDER ASSAIL
BORRAM MINNEVITCH
OF HERME TZIGANES BEATFICE LILLIE
BORRAH MINNEUTCH
and his Harmonica Raseals
ABBIE ARTCHELL
OSGOOD PERKINS
MARY PHILLIPS
WILLIAM POST
DOC ROCKWELL
FUCHAND ROGEWEL
FUCHAND ROGEWEL
AN SUNDERLAND
OLIVER WAKEFIED
JUNE WAKEFIED
JUNE WALKER
FLORENCE WILLIAMS
FRANCES WILLIAMS
FRANCES WILLIAMS

FRANCES WILLIAMS CORA WITHERSPOON RADIO STARS

AMOS 'N' ANDY CADETS QUARTET MILTON CROSS CAROL DEIS MORTON DOWNEY

FRANK FAY
JANE FROMAN
FLOVO GIBBONS
GOULD AND SHEFTER
BEN GRAUER
BEN GRAUER
NOEL HARTMAN
and the Tennessee Ramblers
ALOIS HAVIRILLA
HONEYBOY AND SASSAFRAS /
JOHN B. KENNEDY
HANNAH KLINE and
PAULINE GILBERT
BOB LAWRENCE
LUM AND ABNER
CHARLES MAGNANTE
LUCILLE MANNERS
LOUISE MASSEY
and the Westerners and the Westerners
FIBBER McGEE AND MOLLY
GRAHAM McNAMEE
JAMES MELTON CORINA MURA WALTER O'KEEFE JAN PEERCE

RAMONA CASPAR REARDON VIRGINIA REA VIRGINIA REA
LANNY ROSS
JEAN SABLON (From Paris)
SIGNORINA LIZA SERGIO
dlo announcer, from Rome, fu
STOOPNAGLE AND BUDD
THE KING'S MEN

PICKENS SISTERS

CONRAD THIBAULT VERSE SPEAKING CHOIR MIDGE WILLIAMS

SCREEN STARS

HEATHER ANGEL
RICHARD BARTHELMESS
FREDDIE BARTHCLCMEW
JOAN BENNETT
HELEN BRODERICK
HELEN CHANDLER
WALT DISNEY
WITH MICKEY MOUSE AND GANG
HENPY FONDA
RALPH FORBES
SIDNEY FOX
JAMES GLEASON
HUGH HERBERT
LESLIE HOWARD
WALTER HUSTON WALTER HUSTON FRANCIS LEDERER IDA LUPINO FRED MacMURRAY RAYMOND MASSEY JEAN MUIR HUGH O'CONNELL MARY PICKFORD GENE RAYMOND FRANCHOT TONE ROBERT WILDHACK ROLAND YOUNG

DANCE ORCHESTRAS

XAVIER CUGAT EDUARDO DONATO (from Bucnes Aires) TOMMY DORSE EDDY DUCHIN JAN GARBER LEGNIE HAYTON GEORGE HALL BICHARD HIMPER

GUY LOMBARDO
FRANCISCO LOMUTO
, (from Buenes Afres)
ENRIQUE MADRIGUERA
RUSS MORGAN
RUBY NEWMAN
RAY NOBLE
CRIGINAL DIXIELAND BAND ROYAL HAWAIIAN B (from Honolulu) PHIL SPITALNY RUDY VALLEE FATS WALLER PAUL WHITEMAN MEREDITH WILLSON

SPECIAL INTEREST **BROADCASTS**

ARMISTICE DAY TRIBUTE
AROUND THE WORLD TOUR
BY RADIO
EDWARD BEATTY
FROM ADDIS ABABA
BROADCAST FROM
BLARNEY CASTLE, IRELAND
BROADCAST FROM CHICAGO
AND NEWARK AIRPORTS
CHINA CLIPFER BROADCAST
FROM ALAMEDA, CALIF,
CHINESE NEW YEAR ARMISTICE DAY TRIBUTE CHINA CLIPPER BROADCAST
FROM ALAMEDA, CALIF.
CHINESE NEW YEAR
SAN CELLEBRATION FROM
SAN CELLEBRATION FROM
SAN CELLEBRATION FROM
SAN CELLEBRATION FROM
CHRISTMAS TREE CUTTING
IN THE MAINE WOODS
DESCRIPTION OF CHINA CLIPPER
TAREOFF FROM HAWAII
DESCRIPTION OF FROM
DESCRIPTION OF RCA VICTOR
RESEARCH LABORATORIES
DESCRIPTION OF ST. BERNARD
FLOW
GENERAL COMMUNICATION
OFFICE
DESCRIPTION OF ST. BERNARD
FLOW
SASSINGTON, D. C.
INTERNATIONAL LIVESTOCK
SHOW FROM
SASINGTON, D. C.
INTERNATIONAL LIVESTOCK
SHOW FROM
CHINACO
CAPTAIN ALBERT W. STEVENS
STATEMPHOP CHICAGO

CAPTAIN ALBERT W. STEVENS
STATEMPHOP CHICAGO

BURNEY HOM
EMBERS HOM

Rio de Janoiro
EDGAR ÁNSELL MÓWRER
from PARIS and LONDÓN
NAVY DAY CELEBRATION
W YORK AUTOMOBILE SHOW
PAN AMERICAN DAY
CELEBRATION

PARCHEMIATION
FOR THE PARCHEMIA PROPERTY AND THE PROPERTY

"AMERICAN BROADCASTING HAS NO PEER IN 1TS PRESENTATION OF THE WORLD'S FINEST ARTISTS"—DAVID SARNOFF, Pres. Radio Corporation of America

AMERICA



Every once in a while, he has an uneasy night like this; one of those restless sessions in which, among other things, a vision of "Chessy," the C & O kitten, looms as an enviable bliss.

Each time, the nocturnal routine is about the same. He tosses through trade publications, racks his brains, hums snatches of errant arias, exhausts several large flocks of sheep, but misses the jump on sleep at every turn. And all because he's bothered by an unnecessary case of the T. T.'s.*

If you are a radio talent buyer who gets occasional spells of the T.T.'s,*

NBC Artists Service offers you an "out," particularly when you're in frantic need of
new and unusual programs with complete casts to fit 'em, or a single artist of any
type, from a barnyard imitator to world-famed stars of stage, screen, opera and radio.

*TALENT TROUBLES: An acute alphabetic disorder peculiar, at times, to all radio talent buyers.

NBC ARTISTS SERVICE of the NATIONAL BROADCASTING CO · INC

NEW YORK

CHICAGO

SAN FRANCISCO

Pacific Coast Radio Notes

Gordon Brown, Night Owl of sta-tion KJBS, San Francisco, is ex-pected back at the mike in about three weeks. Brown was nigured in an auto crash some weeks ago. Pncu-monia developed in the hospital and he was under an oxygen tent for he was un many days.

Carlton E. Morse, author of 'One Man's Family,' NBC serial planed to Hollywood from San Trancisco last week for a huddle with Paramount exes on a scenario for the film ver-sion of the airer. 'Mike Raffetto subbed as producer of the Weshes-day and Sunday broadcasts,

Lane Truesdell, former Al Pearce canary and Hollywood radio singer, has joined the NBC artist staff in San Francisco. Miss Truesdell previously sang on the Blue Monday Jamboree and other programs :t KFRC, San Francisco.

Mae Regan transferred from NBC's On KYA, San Francisco. Finiters are on the Mary's Transics of the Mary's Mary's Transics of the Mary's Mary's United Paint Harshbarger of NBC Art Sunday morning programs over the Service. She was formerly sec- 'KYA, San Francisco, to May 30, 1937.

retary to Bill Andrews, chief an-nouncer. Her successor is Lois Lavers of the music rights depart-

Dr. William Van Wyck, CBS-Don Lee educational director in San Francisco, began his third year on the air as a commentator last Thurs-

NBC department chiefs in San Francisco and John Swallow, man-ager of the network's Hollywood stu-dios, were called together for a lengthy huddle with Don E. Gilman, vice-prexy, last Thursday (8). All-day confab began at 11 a. m., with another short session Friday morn-ing. Swallow returned south Mon-day.

After three months' recess, the Wander Company has resumed its 'Little Orphan Annie' disc sessions on KYA, San Francisco. Platters are

aired five days a week on behalf of Ovaltine. Contract, handled through Blackett-Sample-Hummert, of Chi-cago, runs to June 25, 1937.

Mark Smith and Chuck Benson added to KHJ (Los Angeles) an-nouncing staff.

Radio Belgrano (LR3), Buenos Aires, will pick up a special event broadcast from the Argentinia training ship, Sarmiento, in Los An-geles, Cal., the end of this week.

Anne Jamison set for the vocal spot on Packard show Oct. 13.

Rev. William Hogg (Goose Creek Parson) on the mend in L. A. from a major surgery.

John Kennedy, late of KGFJ (Los Angeles), now staff barker at KFAC (L. A.). Ernie Orsattl has broken with 'Doc' Howe in L. A. and now booking radio talent on his own.

Harold David back to Coast office of Lord & Thomas after three-month radio survey through the east.

Carlton Morse, author of 'One Man's Family,' at Paramount to script air serial for the screen.

Broadcasts consist of sermon and Columbia's Pacific Coast network. for Irvin Cobb's Paducah Plantation.

Clinton Twiss drew NBC assign-Charles Butterworth having his Packard show monologs written by J. P. McEvoy. ment to broadcast migration of the swallows from San Juan Capistrano.

Salvatore Santaella ork now go-ing over KFWB on remote from chop

Peter Lorre goes on the Rudy Vallee show in November as guester

Doris Laurey, N. Y., radio and stage actress, now on the Coast doing air work.

Frank Forest tossed a buffet feed for Camel Caravan crew at his Bev-hills home. Jack Runyon, producer for Lord & Thomas, took his California's Hour to Oakland for an airing.

Walter Johnson, former film actor, now on Hollywood production staff of Young & Rubicam.

Joe Alvin added to publicity staff of NBC in Hollywood.

Chet Mittendorff and Bill Ray of KFWB (Hollywood) east on biz. First time out of state for Mitzy.

John Swallow, NBC Hollywood chief, drew a floral gift from Olds-mobile for producing that one-reeler of the Irv Cobb show.

Kathleen Jones, past five years of-fice manager, KOL, Seattle, and Thomas Harrison, county treasurer of San Juan County, Washington, will be married on Nov. 15.

Fred Bass, CKWX, Vancouver rogram director, is having two Arthur Kemp making a survey through northwest before taking up licist, hosted the first film preview songs published, Floating on his post in N. Y., as rep there of lot an air program as advance bally of Love' and Julied March.

NELSON S. HESSE & WILLIAM MCCAFFR

ARTISTS' REPRESENTATIVES

ANNOUNCE

THE OPENING OF THEIR OFFICE AT

501 MADISON AVENUE • NEW YORK CITY • ELDORADO 5-1076

AND THE PLACING OF:

COL. STOOPNAGLE AND BUDD

"THE MINUTE TAPIOCA PROGRAM" (SPONSORED BY GENERAL FOODS)

Presented Every Sunday over

WJZ and The Blue Network 5:30 - 6:00 P.M., EST

MARKING THE DEGINNING OF THEIR SEVENTH YEAR ON THE AIR

NORMAN CORDON

"THE MAGIC KEY OF REA" Sunday, October 18

2:00 - 3:00 P.M., EST WJZ and The Blue Network

STARTING HIS FIRST SEASON with the
METROPOLITAN OPERA DECEMBER 28

WALTER O'KEEFE

"THE SEALTEST SATURDAY NIGHT PARTY"

(Sponsored by the National Dairy Products Corp.) Every Saturday - Starting October 17 8:00 - 9:00 P.M., EST

WEAF and The Red Network

MARKING THE REGINNING OF HIS FOURTH SUCCESSIVE YEAR ON THE AIR

THESE ARTISTS AND THE OTHERS WHOM WE REPRESENT JOIN US IN SALUTING

"THE MAGIC KEY OF RCA" . •

ON ITS FIRST ANNIVERSARY

Hail to The Magic Key of RCA

GEORGE HALL and His Orchestra

Featuring DOLLY DAWN and JOHNNY McKEEVER

At the STATE, New York, last week, VARIETY said: "-an ace dance orchestra . . . dishing out excellent music . . . orchestra is tops.

Just completed shorts for Warner Bros. and Paramount.

SEVENTH CONSECUTIVE YEAR

Hotel Taft. New York

Columbia Broadcasting System

VICTOR RECORDING ARTISTS

No Sweeping Changes

(Continued from page 31) be amended to earmark only 25 or 30 of the present 40 frequencies as reserved for single stations during

experimental authority

ADVERTISEMENT

WEB Stations Happy Airing Happy Hellow

Flock Welcome Rural Top Mail Puller Natural For Fall Biz

Kansas City—In rush of eyeing beaucoup donero soaked in names by com-petish, advertisers snubbed important package back on CBS web, HAPPY HOLLOW. Before serving rural dish to affiliates again this autumn Arthur Church queried, "Will you carry?" Flood of answers from station exects indicated HAPPY HOLLOW one of the most popular features on coast-to-coast Columbia lanes, would appear on all fall listings. Popular-ity not new to Church; "Your Home Town" show has been Home Town" show has been a consistent top CBS sustaining mail puller several seasons, nosed out only by KMBC's Ted Malone, who started raking coin in name of loveliness for Hind's Honey & Almond. Cream (Oct. 5). Show is natural for food, home, kid product—script and music great stuff for home consumption, all family ears. Outh to all family ears. Ought to pull its head off on any merchandising hook. Fed to chain by KMBC, Kansas City, ace program building and testing station.

will be issued to a select group of 50 kw. stations to supplement the research carried on at WLW the last three years on the question of greater watage. Favored transmitters will be picked from the good of the selection of the selection of the selection of the country to provide actual data about operating difficulties and advantages.

Third recipions will get next of

operating difficulties and advantages.

Third, regionals will get part of their requests but the line of demarcation between low and high powered outlets will be more definite. Number of frequencies set aside for high-powered regional stations may be increased slightly and transmitters now functioning on broken-down exclusive ribbons may be put in this category.

Fourth all research low request.

Fourth, all present low-power re-gionals will get a horizontal juice jump with 1 kw probably being the new minimum for all plants in this

Fifth, power boosts may be or-dered all around for locals, with ban placed on establishment of more 100-

Watters.

These uses are based on the attitude of various commission members and executives in private conversations as well as the viewpoints of various with the proposed of various with the provided the proposed of various with the proposed of various with the proposed of various various with the proposed of various vari

sponsored programs, and diversion of revenue which might cause numer-ous fatalities.

While the cleared-channel group probably will not obtain removal of the present 50 kw wattage roof, one aftermath of the sessions is expected aftermath of the sessions is expected to be a boost in the minimum power requirement. In some circles close to the commish, it is believed a 50-kw bottom will be fixed, although other quarters believe the government outfit may stop at 25 kw. At present dominant stations are compelled only to use at least 5 kw.

pelled only to use at least 5 kw.

If the c.c. crowd gets such a concession, the regionals are likely to
be moillified by revision of present
rules to permit 5 kw operation at
night by the high-powered category.
The low-powered group at the same
time probably would be boosted to 1
kw night power.
Horizontal increases for locals are
believed an integral part of this picture. To preserve present relation-

believed an integral part of this picture. To preserve present relationships, the commish logically should boost the night wattage figures for small transmitters, although further study may be required before this is worked out. Hints from commish sources are that an all-around raise to 250 watts may eventuate, although many experts believe the regulators will reserve the right to pick and choose the transmitters which are given more Juice.

Whole story of cleared-channel

given more juice.

Whole story of cleared-channel operators and most of the case of the regionals, as well as the stand of Columbia Broadcasting System, was put into the record before the week-end recess. This week opened with the National Association of Regional Broadcasters bulwarking engineering opposition to superpower with economic and social objections which were related by Paul D. P. Spearman, counsel for the John Shepard faction.

After the exclusive franchise hold.

commish has been given an easy out in the super-power controversy to the dispute over economic consequences of wattage increases, it is believed. Since there is disagreement even between advocates of juice jumps over the economic effect on clear channel, regional and local stations, the broadcast rulers can logically declare further study serially expected the broadcast rulers can logically declare further study serially expected the broadcast rulers can logically declare further study serially expected the broadcast division will recommend that more experimentation and observation is necessary.

Chain Warnings

While the broadcast divisionites have not formally talked over the evidence submitted during the first week, at least a majority feels the twenty of the commish exercised care in time trade least on the state of the exercised care in the exercised care in the extension of service to great part of the population and also fired that higher power may lead to aband domment of regional and local outlets by chains, rate wars which would result in greater commercial instances due for second week, at least a majority feels the commish exercised care in the second of or all at this time trade hears. Two of the trip were deeply impressed by warnings that higher power may lead to aband domment of regional and local outlets by chains, rate wars which would result in greater commercial risation and inevitable reduction of the second control of the second

Confounding the Critics

Cleveland, Oct. 13.
After yapping about bad timflow on programs, engineers at
WHK here were allotted a half
hour to produce their own
show burlesquing the folibles of
the program and production department.

partinent.

Hecklers spent a solid week rehearsing, and then ran the works four minutes overboard.

NIAGARA FALLS DISPUTE

Examiner Dalberg Adjusts Contend-ing Parties

Washington, Oct. 13.
Scrap over a transmitter for Niagara Falls, N. Y., was temporarily
settled last week by Examiner Melvin H. Dalberg. Two outfits, bidding
for the identical assignment, were
closely tied but the Power City
Broadcasting Company, composed of
a group of leading business men, won
out over the Niagara Falls Gazette
Publishing Company, chiefly because
the rag was found to have 'fis present sphere of usefulness in the community, which it further seeks to Washington, Oct. 13. munity, which it further seeks to serve by means of a broadcasting station.'

Both applicants sought the 630 ker Both were amply qualified financially to construct the station; though the Gazette proposed to build a \$19,350 station, while the Power City group plans an expenditure of from \$13,000 to \$14,000. Slight interference, during the late afternoon, is expected with CFCO, an Ontario, Canada, station operating with 100 watts, but, according to Exc. "would not be classed as objection-able." Dalberg decided granting of the Power City Company's application would best serve the public interest, convenience and necessity."

Hearst Renews Effort to Get Into Capital

Additional complications in the fight for a local station in the National Capital developed last week when Hearst Radio, renewing efforts to obtain a District of Columbia outlet, applied for 1310 kc assign-ment due to be vacated by WOL.

while the WOL shift to 1230 has been deferred by mutual consent until the WOL shift to 1230 has been deferred by mutual consent until the Wol shift to 1230 has been deferred by mutual consent until the Wol shift of the Wol shif Clarence Dill of Washington, as well as Hearst. Scripps-Howard, through Continental Radio, its broadcasting subsidiary, is after either the 1230 assignment sought by WOL or the 1130 post, which the station holds at present.

present.
Fearing repercussions from the courts, the broadcast division has deferred action on WOL's application for a power boost until decision is reached in the fight of Monocacy Broadcasting Co. for right to build a new 100 water at Frederick, Md. Commish signed a stipulation that no franchises would be handed out for the property of the might a sersely affect the Monocacy interests.

KANS Staff Functions

Wichita, Kans., Oct. 13.
Latest radio station here is KANS, a 100-watter broadcasting on 1210, kc. Herb Hollister, one-time owner of WLBF, Kansas City, is general

manager.

Staff includes Jack Todd, previously with WHB and KGGF, as program director; Jack McElroy, of WMBH and KGGF, as tenor soloist and mikeman, and Vic Rugh, formerly with the Wichita Eagle, as sports and special events announcer.

New outfit has started making a play for sports, with the Wichita U football games, and wrestling and hockey matches, on tap.

To RCA-Its been a long and pleasant association

JOHN McCORMACK

On Tour United States and Canada 1936-1937

Personal Representative-JAMES McCORMACK, 41 East 42nd St., New York

HIMBE

AND HIS STUDEBAKER CHAMPIONS with STUART ALLEN

Salute RCA-VICTOR ON THE FIRST ANNIVERSARY OF THE MAGIC KEY PROGRAM

AGENCY HAS Star Spangled Banner **NEAR CORNER ON COMICS**

With the signaturing of Ed Wynn for Spud cigarets on NBC's blue (WZL) network starting Nov. 14, the Young & Rubleam agency rates as controlling by far the largest number of first line comics in radio. Other comedians clearing through Y&R at the present time are Jack Benny, Fred Allen, Phil Baker, Stoopnagle and Budd and Charles Butterworth, Burns and Allen comes under the agency's supervision in April when that team starts plugging Grapentus (General Foods). Band which will work with Wynn has yet to be set. Broadcast will originate from New York.

Cadillac's Style Slant

New wrinkle in stressing fancy lines of higher-priced automobiles probably will be used by Cadillac probably will be used by Cadillac Research which was been supposed by Cadillac Ballon of the prost the weeks. Planned to introduce fashion and style experts from this country and Europe for quickle interview, with follow-up comment that 'they style clothes; Cadillac styles cars.' In addition to appealing to femme listeners sponsors figure the idea has novelty. Feminine announcers being tested last week at NBC for spot of official introducers of fashion authorities on program.

. Rennie to Canada

ARRINE to Canada
Winnipeg, Oct. 13.
Boys at the All-Canada Broadcasting System doing a little cross-country leap trogging. Bruce Piric, formerly on the Winnipeg home office sales staff has been moved out to Regina to take tharge of affairs for the agency in that territory.
International touch has been added by bringing in James A. Rennie from KABR of Aberdeen, South Dakota, for sales staff.

Played at 6:30 A.M. Puts WHAM on Air for Day

Rochester, N. Y., Oct. 13.
With Don Harris' 7 a.m. waker-up program sold to Kellogg's Corn Flakes, WHAM has moved ahead its opening to 6:30 a.m. Purpose is partly to-get more radios turned on before the first commercial. Station opens with the Star Spangled Banner and Tom Murray handles a half hour of combined music and news flashes.
Kellogg's is using a slogan contest with an automobile, automatic refrigerator and radio as top prizes among 115 offered.

HERE I AM WORKING HARD

Head of WQAM Tells Public Fred Mizer Is Late for Work

Miami, Oct. 13.
Fred Borton, prez of WQAM, is taking to the air with a morning stanza answering letters sent to the station, discussing technical imstanza answering letters sent to the station, discussing technical improvements, plugging programs, etc. First day of his broadcast he tossed the script into the wastebasket, and let the world know:

Fred Mizer (another station exec) isn't down to work yet this morning. He has a bad habit of sleeping late. I hope he hears this and arrives on time hereafter.'

SHARE-THE-OVERHEAD

Kapp-Conklin Move Their Businesses Into One Office

Chicago, Oct. 13. Paul Kapp and Neil Conklin have moved in together and have opened joint, semi-partnership offices in the Mather Tower for the personal rep-

matter Tower for the personal rep-resentation and agency biz. Conklin was formerly head of lo-cal Columbia Artists Bureau. Kapp has been an independent artists' rep in radio for several years.

Reallocation of **Dutch-Roumanian Radio Jam Nears**

The Hague, Oct. 2.

A conference was held at The Hague of representatives of Great Britain, Germany, France, Sweden, Norway, Lithuania and Holland of radio-experts connected with shipping. The trouble between Holland and Roumania, which both are on long wave of 1,875 metres, also affects radio communication at seafects radio communication at seafects. This can not be done without co-operation of England and this seems now assured.

Late. I hope he hears this and arrives on time hereafter.'

WSAY Sets Its Staff

WSAY Sets Its Staff

Rochester, N. Y., Oct. 13.

WSAY, new 100-watter now on trial basis and building programs for regular commercial broadcasts beginning Oct. 25, has raided nearby stations for staff talent.

Ken Sparnon, WSYR, Syracuse, and Gromer conductor of the RKO Palace orchestra here, is program dispresent. Let Were Fuller, WOKO, Albany, and lately with WHAM, is chief announcer. Bob Hubbard, of Colgate, is doing a three-times-a-week sports review. Others now on the staff are Mort Nusbaum, formerly of WHEC, and Herbert LeFrois, studients are worth the staff are mort Nusbaum, formerly of mighty dance parade, girl will be ent at the Eastman School of Music, and ingithy dance parade, girl will be ent at the Eastman School of Music, and the staff are mort Nusbaum, formerly of mighty dance parade, girl will be ent at the Eastman School of Music, and the staff are mort Nusbaum, formerly of mighty dance parade, girl will be ent at the Eastman School of Music, and the staff are more than the

Inside Stuff—Radio

KFRU, indie station in Columbia, Mo., is distributing a coverence booklet among New York agencies which among other things, makes cort comparisons between local radio and any control of the property of the

Naval Academy at Annapolis has notified Baltimore broadcasters tint it does not want stations to release publicity till day of game on fact some of the stations will carry please publicity till day of game on fact some of the stations will carry please the till the Navy will engage in in Balto Low Day of the Company of the Navy will engage in in Balto Low Day of the Company of the Navy will engage in the Balto Day of the Navy will engage in the Balto Day of the Navy will engage in Balto Day of the Navy and as NBC has about decided to carry game, WFBR were necessary of the Navy will engage in the Navy will be produced to that network. Publicity can break with Academy's okay in areas outside Maryland. Same setup for the Notre Dame battle in Balto Day month, with same pair of networks carrying, and perhaps CBs to boot. Incidentally, on Oct. 31, Navy team will participate in a game that for first time will be broadcast commercially. Meeting with Penno not that date is at Franklin Field, and since is a Penn home game, Navy has no say in the broadcasting matter. Atlantic Refning will sponsor over two-station hookup, WCAU, Philly, and Hearst-owned WBAL, Baltimore.

Pete Nelson, who is a regular member of the Mutual web's sales staff in Chicago, has moved his operations over to the Republican National Committee headquarters in the Railway Exchange for the remainder of the presidential campaign. Officially Nelson has a desk at the GOP headquarters as a representative of the Mutual system and to see that MBS-GOP radio negotiations go through smoothly. However, Nelson is really handling the bulk of the details and follow-through on contracts for the GOP spot radio campaigns throughout the country, and figures to be on a technical leave of absence from Mutual though it is understood he is remaining on the Mutual payroll. Nelson is the Blackett-Sample-Hummert contact for Mutual. Hill Blackett is the public relations chieftain in the present GOP campaign, and has been stressing the use of radio in the vote-garnering parade.

Within the past three weeks, Hildagarde, NBC sustainer, through her unusual contract, has made herself \$1,000 without doing her program for ent. Comedienne-singer; ticket calls for \$500 weekly, an unusual sustaining fee, and also stipulates that she be paid weekly, not per broadcast, as in most cases. Stint has been omitted from nets on two occasions due to interrupting politico talks.

fieldy Treasure Hunt on WOR, New York, is a resumption after a summer interruption and was started before, not after WMCA, New York's anateur songwriters' series.

WLW IS JUSTLY PROUD OF THE RESULTS IT HAS PRODUCED FOR ITS ADVERTISERS * BUT WLW's GREATEST PRIDE IS IN THE PLEASURE IT GIVES TO ITS VAST LISTENING AUDIENCE.

(Cold Cream)
9:86-Tu-WJZ
usbands & Willey Brown

Crisco)
8:30 Daily Ex. Sa--WEAF-11:30 a.m.-WJZ

a.m.-WJZ
Vio & Sade.
Art Van Harvey
Billy Idelson
Bernardine Flynn

NETWORK SPONSORS

WEEK OF OCT. 14-20

(ALL TIME EST)

Commercial programs are listed alphabetically under the advertiser's corporate name. Asterisk indicates advertising agency handling program.

Where sponsor has more than the commercial program.

Where sponsor has more than one feet when the state consecutively.
All time is P. M. unless otherwise noted.
Abbreviations: SU (Sunday); M (Monday); TU (Tuesday); W Wednesday); TH (Thursday); F (Friday); S (Saturday).

NATIONAL

Red-WEAF

Blue-WJZ

Fred Allen Portland Hoffa

CAMA.

10 p.m.F.W.
First Nighter'
Don Ameche
Barbara Luddy
'Aubrey, M. & W.
CARNATION MILA

10-M-WEAF

Maud Muller M L Eastman Ruth Lyon

CITIES SERVICE

S-F-WEAF
Jessica Dragonette
Rosario Bourdon Os
Revelers
*Lord & Thomas

FORD Frl-0:00-WJZ

Fred Waring's
Pennsylvanians
'N, W. Ayer
FIRESTONE
8:30-M-WEAF

Margaret Speake Wm Dalv's Orc

Vocal Ensemble

Morin Sisters.
Ranch Boye
*L. W. Ramsey
GENERAL FO
(Calumet)

5- n-WJZ

BOTH YOUR HOUSES

Choose your Washington representatives for popularity. WMAL and WRC are vital sales

influences on the residents in the capital as well

as in the adjacent suburbs of Maryland and Virginia. They carry an advertising campaign direct

to the people—in a community that is rapidly

growing in population and purchasing power.

WASHINGTON, D. C.

Completely programmed by NBC

ACME 5:30-Su-WEAF 'Home Harmoniss' nell Irma Glenn Palmer Clark Orc *H. H. McDonald AMERICAN CAN 9-Tu-W4Z

Ben Bernie & Lad: Estelle Taylor *Fuller-Smith-Ross

AMERICAN HOME PRODUCTI (Ansein) 7 p.m.-Tu-W-Th-WJZ Easy Acer Goodman Ace Jane Ace Mary Hunter Blackett-S-H

Blackett-S-H
AMER, TOBACCO
AMER, TOBACCO
BATTY SOSMIK OTO
Edith Dick
Buddy Clark
Songsmiths 4
*Lord & Thomas
AMER, RADIATOB
Tis-Su-WEAF
Fireside Reckals
Sienra Missen
Willie Morris
Frank St. Leger
*Blaker Advt.
**RABBITT CO.

BABBITT CO. 11 a.m.-M to F WJZ WJZ
'David Harum'
Wilmer Walter
Peggy Allenby
Paul Stswart
John MacBryde
'Blackett HOWEY'S 1:30-Su-5 p.m.-Th. WEAF

WEAF
While the City
Sleeps
Finnsy Briggs
Forest Lawis
Vivian Frideli
Jesh Pugh

We, the People Thillips Lord Ord Mark, Marrnow Mark, Marrnow Clare Baum Charles Eggleeton Cscil Roy Marle Nelson Pauline Hopkins James Goss

We, the People'

Banton & Bowles

7 Sai-UNL

7 Sai-UNL

7 Sai-UNL

8 Sai-WEAF

9 Sai-WEAF

9 Sai-WEAF

9 Sai-WEAF

10 Sai-WEAF

Charles Laver
Ted Weems
Needham, L. E.
KELLAGG
5:30-Belly Ex. SaBully Ex. SaBully Ex. SaBully Ex. SaBully Ex.
Singing Lady
Ireans Wicker
Mitton Rettenberg,
planist.
N. W. Ayer
ERAFT-PHENIX
10-Th. WEAF
Bing Crosby
Bob Burns Gen. Motor Symph

10:30 a.m.-Th-WEAF Raiph Kirbery I & Lee Releer Presbry

Erno Rapse, Dir. Lotte Lehman *C'mpbell-Ewald

GENERAL SHO 10:30-Tu-WJZ

Portraits of Har-mony Ted Flo Rito Orc *C. J. Clark, Inc.

GOODYEAR TIRE

7:15-M-W-F-WJZ
Literary D | 5 e e |
Poll'
John B. Kennedy
Kudner, Inc.
HOUSKHOLD
FINANCE

8:30-Tu-WJZ Edgar A, Guest Bernardios Flynt Sidney Ellistrom Gallicchios Oro *C. D Frev HORLICK'S

M to F-7:30-WJ/ Lum & Abner Chester Lauck Norrie Goff FLord & Thomas

*Laighton-Nelson JERGEN 9:00-Su-WJZ Walter Winchell *Lennen & Milch

JOHNSON & NON

(Floor Wex)
8 p.m.-M-WEAF
'Fibber McGee &
Melly'

Melly'
Marlon & J Jordan
Charles Laveer
Ted Weems
*Needbam, L & B

Snow Village
Sketches'
Arthur Allen
Parker Fennelly
Newell-Emmett

Ruth Chatterton Ellsabsth Rethberg Slip Madigan Paul Taylor Chorus Jimmy Dorsey Oro J. Walt. Thomp.

LADY ESTHER

8:30-Tu-W-WEAL Wayne King Oro *Stack-Globe

LIPTON, INC.

MACFADDEN (True Story) 9:30-F-WEAF Court of Hun Relations' Relations
Percy Hemus
Ned Wever
Wilmer Walker
Alice Reinhenrt
Rita Johnson
Helen Spring
Vera Allen
Fred Felkel, Org
Lucille Wall
Allyn Joslyn
*Arthur Kudner
Manheten Score

'Wife Saver' Allen Prescott *Peck

Allen Prescott
Preck
Preck
Preck
Preck
Alke-Seitzer)
9:00-Sa-WJZ
Nat'l Barn Dance
Uncle Ezra
Laitu Beile
Maple City
1:16 M-W-E-WFAF
Unite Ezra, Radir
Barner
Barner
Carleton Guy
Nora Cunneen
Wade
WODEN FOODS (Maited Mille) M to F-7:30-WJ2 HUDSON COAL
2-Su-WEAF
Beneath the Surface
Landt 3 & White
Coi Jim Healey
Laighton-Nelson

*Wade MODERN FOODS 4:80-Tu-WJZ 'Dog Heroes' Harry Swan *Clements MOLLE

S.Sa. WEAF

Saturday Night
Party'
Waiter O'Keefe
Jane Pickens
Waiter Cassels
Stuart Churchill
Ferde Grofe 'Orc

N. W. Aver
OLDSMOBILE
10:30-Sa-WEAF
Paducah Plantation'

tion's Cobb Dorothy Page John Mather Norman Field Marloo Talley Clarence Muee 4 Blackbirds Harry Jackson Orc

*D. P. Brother

PACKER'S
(Tar Sonp)
2:30-Su-WEAF
'Thatcher Colt Mys
tery Series',
Hanley Stafford
'Stack-Gobie

*Stack-Gobie
PACKARD
9:30-Tu-WEAF
Fred Astaire
Johnny Green Orc
Chas. :Butterworth
Trudy Wood#
Prank Sullivan
*Young & Rubicon
PACIFIC HORAS
8:30-F-WJZ

Death Vall's Dave Edwin W Whitney Lonesone Cowley fenn King John MacBryde Jeff Bryant McCano Brick

PFPSODENT 7-Dally Ex Sa-Su-WEAP Amos 'n' Andy Freeman Gosden Charles Corroll Lord & Thomas

PHILIP MORNIS 8-Tu-WEAF
Phil Duey
Lorotta Clemece
3 Sweethearts
Lee Reisman's Ore Eton Boys Charles Martin

rill.Shury PHLISBURY
Fosters Children
10:46-Dnily-WEAF
time Philips
Watter Wicker
tiese Jonnson
freene Wicker
...ucy Gillman
freed Von Annon
can McGragor
flutchinson

Sedley Brown
Allie Lowe Miles
I. W. Thompson eral se & Sanborn Allie Lowe Miles

J. W. Thompson
PRINCESS FAY
6:30-6a-WEAF
A Tale of Today
loan Blaine
Harvey Haye
Laurette Filibrandt
Willard Farnum
Robert Griffin
Har-lette Widmer
Frank Faxeelil
Frank Faxeelil
McJunkin

SLOAN'S (Liniment) 0-M-WEAF Sing'. Worden Lawes *Cecil-W-C.

Worden Lawes
Cocil-W-C.
Cocil-W-C.
STAND, BRANDS
BRANDS
BRANDS
BRANDS
BRANDS
BRANDS
COND.
Cond.
Clear Brands
Carleton E. Mores.
author
L. Anthone Smylin
Kathlean Wilson
Michael Rafetto
Walter Pattersun
Brands
Brands
Gelbarn
Carleton
Brands
Carleton
Ca

Bernardine Flynn
(11vory Soan)
8:46-48 to F-WEAF
The O'Neillo'
Kate McComb
Janne West
Janne West
Janne Jonelly
Jack Rubin
Cluster Strutton
Jimmy Tansay
Janne Gilbert
Blackman (Reyal Gelatin) 8-Th-WEAF

(Reyal Gelatin)
8-Til-WEAF

O. Thompson. Dir.
Innty value and the
Dr. Rockwell
17-180-784

Rockwell
17-180-784

Rockwell
17-180-784

Rockwell
18-18-18-18-18-18

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Rockwell
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Rockwell
18-18-18

Rockwell
18-18 Janice Gilbert

*Blackman

\$15 (Dredo)

\$15

Beatrice DeSvivera
Blackett-S.-H.
(Bayer's Aspirin)
8:30 Wed-WJZ

*Bleckett
(Bayer's)
9:30-8u-WEAF
'American Album'
Brank Munn
Lucy Monroe
Arden & Arden
Gus Haenschen Or
Bert Hirsch
(Phillips Mar)

Bert Hireck
(Phillips Mag)
9-F-WEAE
Waltz Time
Abe Lyman Ore
Bernice Cleire
Frank, Munn
(Dr. Lyone Tooth-(Ivory Sonn)
11:45 a.m. Dally
Ex Sa & Su-WJZ
Gospel Singer
Edward MacHugh
Blackman

*Blackman (Ivory) 9:45-M-Th-F-WJZ Capt. Tim Healy *Blackman (UAKER OATS CO. 'Kaltenmeyer's Kin-

QUAKER OATS CO
'Kaltenmeye'e Klidercarten'
5:30-Sa-WEAF
Rruce Kamman
Marian Jardon
Johnny Wolf
Thor Erigeon
Merrill Fugit
Harry Kogen Ore
'Lord & Thomas
'Rv Krisn'
Marian Talley
Janef Koestner' SO
'Gardine'

M to F-10:30-W
WJZ

'Pepper Young'
Curtle Arnall
Betty Wragge
Marion Barney
Jack Rosoleigh
'Pediar & Ryan
(Tvory Soan

*Gardner
RADIO GUDE
10-F-WJZ
Shep Fields Orc
Dana Dorun
Bon Grauer
Fred Uttal

Prediction

R.C. A.

2 p.m.-Su-WiZ.

Macin New of Rit'A

Jean Sublon

Norman Cordon

Franne Dante

Burgess Meredith

Millon Cross

John B. Keonety

Future of Thomas

Prediction of Thomas

Prediction

Therr Sonoil Or Flurnett Comment of the Comment of

Su-WKAF
Met. Opera Audi
tloos
Emina Beldon
Dennis O'Nell
Wilfred Pelletter
Edword Johnson
°C. W. Ceell

°C. W. Ceell

SINCLAIR

#-M-WJZ

Gur Vun

Red Grooge

Malcolm Claire

Sinclair QL

Rill Childs

Fritz Clark

Jos Parsons

Hurry Kogen

*Federal 10:30-Fri 7 p.m.-Sat WEAF Harold 'Red' Grange *Federal

(Phillips Mag)

"8:30-M WJZ"
Melodiana'
Ababya
Ababya
Handiana'
Ababya
Bernice Claire
Blackett
(Dr. Lyons Powder
B p.m.-W-WJZ
Revue de Parie
Franie Irice
Victor Arden Ore
Blackett
STUDEBAKER
9:30-M-WEAF

9:30-M-WEAF Studeb'k'r Cham Richard Himber Lanny Ross Roohe-Williams *Roohe-Willams
BUN OIL
6:45-Dnily Except
Bu-Sa-WJZ
Lowell Thomas
*Poche-Willams
TASTYEAST

12-Su-WJZ
Pegeant of Youth
Pinky Mitchell
Johnny Johnson Orc
Clements
WANDER CO.

WANDER CO.

(Ovaltine)

8:45-Pally-WJZ

'Idttle Orphan A'
Henrieita Tedro
Jack Mather
Art. Van Siyke
Forrest Lewis
Vic Smill
Ruxene McGillen
*Blackett
*Cecil. W & C. WASER

WASEX
Th-Th-1:15 n.m.-M-W-FTh-Th-1:15 n.m.
Voice of Experi
Wasex
8:16-F-1:10-MonWingth Sam
Harry Frankel
Wasex
WLCH
(Gune Jules)
4-F-WJZ

Irene Rich
*Wasex
WOODBURYS

*Kaster WOODBTER **8 9:15-8s-WJZ Paul Whiteman Roy Barky Ramona Kind's Men Durelle Alexander Judy, Annie & Zekc Poh Lawrence Pixls Deb **1-ennen & Mitchell. Inc.

COLUMBIA

AFFILIATED PROD.

Lucy Laughlin Jerry Mann *Blacket* AFRILIATED

(Edatorilines
Hopper Committee)
12:369-M:E-WaBG

Prictine Clark
David Gothard
(Jocur, Klesproof,
Inc. Brow Cremettee)
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10 AMERICAN TOBACCO CO TOBACCO CO.
(Lucky Strike Cigs)
10-Sn-WABC
Tonr Hit Farade
and Sweepistakes'
Bob Haring's Oro
Huddy Chark
Edith Dick
Songsmiths 4
*Lord & Themas
ATLANTIC
REFINING
7115-Th-9a-

REFINING 7:15-Te-Th-Sa-WABC Sportcast, Ted Hus Ing
N. W. Ayer
BENEFICIAL
MANAGE CORP.
(Personal loans) ANAGE COR Parsonal loan 5-Su-WABC our Unseen

Your Unseen Priced' M. H. H. Joachim Harry Saiter's Ore 'Prank-Law AMERICAN HOME PRODUCTS (Blacdel) 8-F-WABC

CAMPBELL S-F-WAINC B'way Varieties' Dscar Shaw Tarmela Pooselle Elizabeth Lennox Victor Ardan's Orc 'Hollywood Hotel
'The Devil Is a
Sissy'
Freddie Bartholo-

mew
Alickey Rooney
Jackic Cooper
Dick Powell

(Kolynos)

8 p.m.-Tu-WABC
Hammerstein
Music Hall
Tell Hammerstein

Anne Jamison Louella Parsone Raymond Paige On Frances Langford Igor Gorio

Igor Gorio
(Tomato Jute)
8:30-W-WABO
Barns & Allen
Jimmy Newell
Ken Niles
Henry King's Ore
F W Arinstrons
CARBOBUNDUM
Co.
7:30-3-WABC

CARBORUNDUM

730-848-WM MC

740-848-WM MC

CAT-96-848-WM MC

640-848-WM MC

650-848-WM MC

650-8

heave

Lot's Sing'
Homer Redeheave
Thy Ruffner
Hi-W-WABO
(Shave Cream)
'Gang Bustere'
Phillips Lord
Alice Reinhart
James VanDyk
Howard Smith
Matt Crowley
(Super Suds)

(Wender Bream)

(Wender Bream)

Renfrew of the
Monnied Renkinsen

Renfrew of the
Monnied Renkinsen

House Jameson

Joan Baker

Hanly Stafford

GOT Dutto Cleaner

Hanly Stafford

GOT Dutto Cleaner

Hanly

GOT Dutto Cleaner

Joseph Walbo

Gotowall Cleaner

Joseph Walbo

J

7:80-M-W-F-WARC
Goose Creek Parson' Josish-Hopkins
Mary Michael
Dan Davies
Sara Hopkins
"Benion & Bowles
CONTINENTAL
CONTINENTAL
Gunder Bread)
6:45 Dnity ex. 5a &
Restrey of the
Restrey of the

(Continued on page 48)



WSOC CHARLOTTE, N.C.

linas and covering one of the richest, most responsive, and—in short—one of the best markets in the world.

An NBC Affiliate

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 44 100 6/6 pure

LISTEN

3:45-4:00 P.M., EST - WEAF NBC NETWORK - COAST-TO-COAST

No. - Every Mon., Tues., Wed., Thurs., Fri.

Mgt., ED WOLF - RKO BI.DG., NEW YORK CITY

DIT. BLACKMAN ADVERTISING, INC.

The

Radio-ROSER WHITE

WRC

1000-500 WATTS

500-250 WATTS

RIINNY

Stage-NORTH and FLAUM

LOEW'S STATE, NEW YORK, THIS WEEK (OCT. 9)

RADIO SHOWMANSHIP

Stunts, Novelties, Tie-Ups

Outstanding Stunts:

MULTI-SPONSOR SAFETY SHOW KQW, SAN JOSE

Multi-Sponsor Safety Show
Brake, headlight, tire and insurshee companies here are sponsoring
'Safety Lane, in which four voices
and sound effects are utilized to present news of traffic safety nessent news of traffic safety
propaganda. Program has been given
cill and various civic bigwigs and
bodies.

bodies.
Idea was originated by C. S. Har-per, KQW sales manager. Gene Clark writes and produces and James E. Doyle narrates.

Clark Writes and produces and James E. Doyle narraies.

Dramatize Kids' Experience Rochester, N. Y.

White has tied in with the Pie Eaters Club' of the National Clothing Company for a weekly programicidents happening to the children themselves, practically all of them under 15 years old. Bobby Blum, 12, as Tim, is m.c. estories in the Jaminute program. The child starts to tell the incident, then it is dramatized by a cast of youngsters. Stories are like that of the boy and his mother in their home when as outside. Unsule met how's dog ing the storm, they go out and find him dead. Told in a manner to emphasize the heart interest. Another was that of a girl walking or the ieg girl tries to suce human falso, then the dog rescues the girl. All stories supposed to be authenticated.

National Clothing Company is National ten every surface of suce human falso, the stories supposed to be authenticated.

cated.

National Clothing Company is sponsoring the program for 26 weeks.

WHN IN BIZ SPURT; ADDS 9 HRS. WEEKLY

Biz signed by WHN, New York, within the past two weeks from both local and hational sources is adding nearly nine hours per week of commercial sponsorship, excluding spot contracts.

New signees include Billy Taub, more cholonic withree 15-minute and property of the pro (one hour daily except Saturday)

FREE SPEECH

Washington, Oct. 13.

Revocation of licenses of all NBC red network stations was demanded of Federal Communications Commission Tuesday as attermath of broadcasts by Communist candidates for President and Vice-President.

Laws, National Civic Federation asked for speedy oublic hearing on charge for speedy oublic hearing on charge.

for speedy public hearing on charge that NBC engaged in conspiracy to violate laws prohibiting sedition and anarchy.

Salt Lake Telegram (evening) skeds 12 quarter-hour broadcasts over KDYL to stage political side-shows. Stint written and produced by newspaper's staff.

Descret News (evening) is printing full page of radio news. Other Salt Lake papers ordinarily print daily programs in six point.

Josef Cherniavsky moving from Dallas to New York to take over the new International Silver show.

| KDYL (Salt Lake) extends Saturday night all-request program from 1 a.m. to 2 a.m. (MST).

4 STATIONS, 1 IDEA

All Balto Outlets Have Kiddle Clubs at Identical Moment

Baltimore, Oct. 13.

Each of the four Balto broadcasters now has a kiddic klub to
air from a loop theatre on Saturday
mornings. And all of em air shows
from stages at same time, 10 a.m. So
no matter what way listener dials
on Saturday a.m.'s, the same thing

pours out.
WBAL for long has carried group WBAL for long has carried group from the vaudfilm Hipp, likewise WCBM from Keith's. Now, for winter season, two new entries have popped up, one WFBR is sponsoring at the New, other from Loew's Valencia, over WCAO. WFBR and WCBM programs span an hour eye-to-eye: WBAL's go three-quarters that time; WCAO for just 30 mins. All, however, answer the gun at ten oclock.

SALES MGRS. CHI MEETING

Sales managers' division of the NAB is staging a meeting in Chicago tomorrow (15) which all mem-VS. ANARCHY
chairmen of the sectional groups habit to be held in the Hotel Sherfab is to be held in the Hotel Sher-

fab is to be held in the Hotel Sherman.
Purpose, as outlined by chairman Buryl Lottridge (KOLL-KFAB), is to definitely decide on matters of point of the control of the control of the proper conduct of this division.
Because of the get-logether in the Windy City, the Northeastern group has postponed a meeting skedded for New York. New date for the NE regional meeting is Nov. 10 at the Hotel Lexington, N. V. Exstern boys have been steaming up on the question of local vs. national rates, and spot frequency discounts as good topics for hashing.

SHARED SPONSORSHIP OKAYED BY ATLASS

Chicago, Oct. 13. Les Atlass, v.p. in charge of Co-lumbia in Chicago, has decided to wBBM, the local Columbia outlet, for the dual plugging of General Mills and Socony Vacuum products on the baseball play-by-play next summer.

on the casecari piay-toy-piay next summer.

This men as a reversal of this star outle generating the star outlet for WBBM hasehall until 1938.

Cliff Samuelson advertising manager of General Mills, was in town to join the conference. Basic of the deal is the fact that General Mills would like to get on a number of play-by-play stations now controlled by Socony-Vacuum, with the flour company giving up half of its Chicago-WBBM time in return for half portion of the oil company's time in other markets.

Detroit Talent Displays

Detroit, Oct. 13. Local ether talent has had plenty of opportunities during past week to show their wares before public.

of opportunities during past week to show their wares before public. First was the Detroit News Radio Show, first in Detroit ince 1928 held Show, first in Detroit since 1928 held through Sunday (11); the second chance, the Lions Club big baby contest in Olympia tonight (13). Taking part were Three Aces, Silhouettes, Samuel Benavie and his ork, Marion Roberts Sanborn, the Bavarians, Mary Lou Harrington, John McKenzie, Harold Kean and Olive Ryan, all of WIR; Virginia Hooper, Russell Neff, Salvatore Cuchiara, Cyril Wezemael, the Girl Friends, Escorts Quartet, Benny Kyte's ork and the Rhythm Singers, of WXYZ; Thelma Bow, Winifred Heidt, C. Herbert Peterson, the Smoothies and Val Coffey's ork, of WWJ; Joe Gentile, Trucy Little, Rick Robert and ork, Wall Town. Swytle sold that the Smoothies and Val Coffey's ork, of WWJ; Joe Gentile, Trucy Little, Rick Robert and ork, Wall Town. Swytle sold that Town of CKLW, the Baker Twins and ork, of WMBC, George Dorn, Gernert Case, Peggy and Shirlann Kauffman and John Layman, of WJBK.

THIS IS OCCURRING RAPIDLY TO OUR FEW **AVAILABLE PERIODS**

WCAU

PHILADELPHIA'S **50,000 WATT STATION**

ROBERT A. STREET, Com. Mgr.

SEVEN YEARS STRAIGHT ON WGY



A chain of furniture stores is now entering its seventh year of uninterrupted use of WGY broadcast advertising. And that's only one of many local and spot advertisers who have found WGY to be a standout sales medium in the Great Northeast.



Completely programmed by NBC

Network **Sponsors**

(Continued from page 48)

(Continued I:

Kenneth Webb, Au
Don Woorheev Ore
(Zerone Anti7:50-58-WA BO
Trene Bensely
Zerone Jesters
ELGIN ANYIONAI
WATCH CO.
Signia Service
FEIS AC TOPPER
TO 0-Tu-WAHO
Fred Waring's Ore
Tom Waring's Ore
Tom Waring's
Vera Brodsky
Harold Triggs
Rosemary Lause
Priecilia Lanse
Poley McCinnock
Johnny Davis
Ferne Buckne
Gene Conklin
Swing Octet

0-Su-WABC

SAM

HORACE NIMBLE" MAXWELL HOUSE

SHOW BOAT WEAF, Thurs., 9-10 P.M. EST Management: LEO MORRISON Radio Rep.: FRED B. NORMAN

OBER

the New Broadway Production Excl. Mgt. HERMAN BERNIE, 1619 Broadway, New York

DONAHUM STATE

CADILLAC DETROIT

Becords Records

SATURDAYS WEAF

ROCKWELL O'KEEFE INC

baker

GULF REFINING COMPANY

SUNDAY 7:30-8 P.M., WABC

phil

'Ford Sun, Eve Hour' Gladys Swarthout Fritz Relner *N. W. Ayer Cond. George Macdonald
Ai Dary
ice Switzler
Ray Kuiz
*Young & Rubican FORD MOTOR

GEN. BAKING 5:30-Su-WABO Guy Lombardo and His Orchestra *B.B.D. & O. GENERAL MILLS

GENERAL MILLION (Wheatice, Bioquick, Gold Medal Flour, Softasilik) 10 a.m.-M to F. WABC
Betty and Bob' Elizabeth Relier Lester Tremayne 10:15 a.m.-M to F. WABC

WABC

Modern Cinderella
Rosemary Dilion
Eddie Dean
Ben Gage
10:30 a.m.-M to FWABC

we' in K. Watkins try Crocker 48 a.m.-Ni to Thomas of All hurches' in Francisco

ACMINIST THE STATE OF THE STATE

Jolly Gillette
"Ruthrauff & Ryan
GOOD NEIGHBOR
LEAGUE ET AL
(Political grouns)
10:80-M-Tn-W-FWABC
"Rooseveit Progress"
"Loomis & Hali
GULF
7:80-Su-WABC
"The Gasette"
Phil Baker
Harry McNaughton
Beetle
Agnes Moorehead

Beetle
Agnes Moorehead
Artie Auerbach
Harry Von Zeil
Ed Smalle, Arranger
Maxine Gray
Hal Kemp's Ore
7 G'e

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Greek H. H. O.

(Force)
Gill-W-W-E
Gill-W-W-E
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Rilliv Ronnon S
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Sea od donon in the sea of the se Gretta Palmer Marjorle Hillie George Rector Clyde Barrie Grand Ducheen

Grand Duchess
James Education
James Edmundeon
Ann Elster Elime Mac Grand
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Ann Elster Elime Mac Grand
Red Kennedy
Ray Collins ung
Blira Allyn
Dorothy Lowell
Tred Reid Newman
Little Anna-Tu-ThELYOX GELATINE
LITTLE ANNA-TU-ThELYOX GELATINE
LITTLE ANNA-TU-ThCuality Twine
Ed East
Eden Ramey
Dick Bailou's OroFeatera Extilicit
Extra Collins or Peatera

Central Rubbers
Dick Ballou's Oro
LAUV SETHER
18-M-WARD C
18-M-WAR WARD BAKING
GASTATTA SON
WARD BAKING
GASTATTA SON
WARD CALLEY
WARD
ARCHE KEIK
Bihel Riume
Alfred Corn
Leeter Jay
Joyce Waish
Hanles Stafford
Hanles Stafford
Hanles Corl
Sylicity Corl
WELTENA CORL

Radio Theatre 'Applejack' Frank Morgan Cecil B. DoMille.

lecil B. Domine.
Dir
Walter Thompson
Rinso & Lifebuoy
8:30-Tu. WABI
Longh Wilh Ken
Murray
Yen Murray
Tarry Richinan
Twe Arder
Ony Oswaid' Lairiola Tony 'Oswa.

Iriola
Sasenfras
Russ Morgen's orc
(Rinso)
m.-W to Th

(Rinsh) 11:30 a.m.-W to Th-WAPC
This Sister
Alice Frost
Junior O'Dny
Hella Stoddard
Martin Gabel
Lillan Lauferty,
Author
Author
Author
LIGGETT &
MYERS
(Chesterfield Cigs)

9-W-WABO 1:80-F-WABO Martini (Wed.

Nino Martini only) Kay Thompson and Rhythm Singers Ray Heatherton Andre Kostelanetz Oro Oro Newell Emmett

B. J. REYNOLDS

TOH. CO.
(Camet Clearettes)
9:30-Tu-WABC
9:30-Tu-WABC
Report Hughes
Report Hughes
Report Hughes
Perall
Port Hughes
Perall
Port Hughes
Perall
Norman Sper
Georgie Stoll Oro
*Wm. C. Eaty Co.

*Wm. C. Eaty Co.
REPUR. NAT'L
COMMITTEE
7-M to F-WABO
William Hard
*Lord & Thomas
ROYAL
TYPEWRITER
6:30-Th-S9-WABC
(Football Roundup'
Rddle Dooley
*Hanff-Metzger

*Hanff-Metzger
SEARS, ROEBUCK
10-Th-WABC
'Sear's — Then and
Now'
Carlton Kelsey's Or
Billi Robson, Producer
Bess Johnson, Dir,
*Stack-Goble

*Stack-Goble
TEXAS CO.
8:30-Su-WARD
TEXACO Fire Chief
Eddie Cantor
Harry Einstein
Bobby Breen
Jimmy Wallingion
Jacques Renard's O:
*Hanff-Metzger

WHEATENA CORI

7:15-M-W-F-WAIM
'Poneye, the Sallor
Floyd Thomas
Buckiey
Olive La Moy
Charles Lawrence
Jimmy Jonnelly
Ernie Walson, ar
ranger
Victor Arter Erwin's Orc.
Relvin Keech, An
nouncer

nouncer Rohrahnugh &

Gibron
WILDROOT CO
7:30-Th-WABC
Vce Lawnhurst
Paul Douglas
Charloteers 4
*B, B, D, & O.

Perry Como Gimo Tanner C'try Washburue Red Ingle Pierre Andre Ted Weems Ore *Sedlere

For tweems Ore Sedlers
CONTINENTAL
BAKING
SB-D-D.M.-WORN
The Wender Show
Clee Patrick
Rita Johnson
And Wever
Dwight Weist
Bill Pringle
Bill Pringle
Bill Pringle
Ken Christle Oro
Ken Christle Oro
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CRAZY WATER HOTEL CO. 1-1:15 p.m.-M-W-F WOR

WOR

'Music from Texas'
Jack Amiung Orc
Mary Hagman

*Luckey Bowman

*Luckey Bowman
CROWN OVERALL
7:45 p.m. Th-WLW
Plearant Valley
Froils Ser
Forlic Ser
Lan Careon
Chas. Dameron
Betty L Arnoid
Florence Golden
Charles Wayne
Davore Size
William Gravville
Joe Lugar Oro
*H. W. Kastor

CRUSADERS
Tu-7:45.WOR
The Crusaders
Tred G. Clark
10-Thur-2:15-Su-

WOR
'Horse Sense Philosopher,' A. F. Kelly
'Marechalk & Pratt opner, A. F. Kelly
Marechalk & Pratt
ESTATE STOVE
9:30 p.m. F-WLW
Magazine of 2 ir
Magazine of 2 ir
Merbit Spidkerman
Sydney Mason
Durward Kirby
Florence Golden
Bess McCammon
Louis Levy
Bill Stockson
Bill Stockson
FELS APPTHA

Bill Stoess Ore
R H Jones
FELS RATHA
FELS RATHA
FELS RATHA
TOM, Dick Schirty
Gordon Vandover
Marlin Murt
Garl Huert
FENDRICK
1338-81-WIN
5390-230-WIN
6390-230-WIN
6490-230-WIN
6590-230-WIN
6590-230-W

MUTUAL

RADIO

'Kid Sis Betty Jeffries Billy Trusk Grace Lockwood Ray J. Largay Phylies Duganne *B. S.-Hummert GORDON BAKERIES ARMIN VARADY

7:30-M-F-W-WXY7
'Lone Ranger'
'Sehl "Sehi RUEN
8-F-WOR
"Time Fles"
Nancy Flesh
Allan Joslyn
Milt. Rittenberg Or
HEALTH
PRODUCTS
6 p.m.-Su-WOR
Amateur Night

Benny Rubiu Arnoid Johnson Or

Um. Esty
LEHN & FINH
1 p.m.-M to FWGN WGN
'Life of Mary
Sothern'
Minabelle Abbott
'Lennen & Mitchel

*Lennen & Mitchel LOCAL DEPART-MENT STORE 9 a.m. Th-WOB 'Morning Matiuse' Hai Kemp Langdon Post Theodore Newton James Hall 'Doriand

I.UTHERAN 1-4:30-Su-WLW *Kelly Stahiman McFADDEN PUBS 10 p.m.-Tu-WOR Bernarr Macfadden *Lennen & Mitchel

OSO-To-WAVE

OSO-To-WAVE

Mysteries*
Mysteri

Salesman's Build-up Seen as Tearer-Downer For WFAB, New York

Jewish Morning Journal siring nightly over WFAB. New York, broadcasts news-dashes in Yindish at 9 p.m. EST, but astead of employing a regular editorial commentator for the actual spieling, a salesman from the ad department is sent over. Idea is that salesman's monicker will get around, so when he contacts the merchants for space, they will be aware, of him pronto. Bad delivery, though, of late has Joseph Lang, WFAB head, squirming, He's asking for a salesman with more microphone personality.

FORGET TO SQUAWK

Western Canada Peaceful Despite

Regina, Sask., Oct. 13.
Almost unnoticed by general public, with result no howl from cities of discrimination is new program set-up of Canadian Radio Commission in western Canada. No protest of the commission in western Canada. No protest contains the contract of the co

CHICAGO DISC TEST SEEN AS **IMPORTANT**

Possible showdown on the matter of station broadcasting of phonograph recordings is due in town next mouth when the case of Comile Boscomouth when the case of Comile Boscomouth when the case of Comile Boscomouth of the Co

uns case.

Attorney Max Kopstein for Connie
Boswell of the National Association
of Performing Artists has given
WAAF one month in which to file
a reply to Miss Boswell's suit for
injunction.

injunction.

Attorney Kopstein also has the case of Abe Lyman against WGES here, in a similar action asking for injunction plus accounting and damages. WGES suit is filed in the local courts while the WAAF case is being handed to Federal judge, which is figured to give a complete expection of the questions involved. exposition of the questions involved both from a local and federal view-point and jurisdiction.

CBS AND RED **NEAR 100%**

Latest web tabulations of open time between 6 and 11 p.m. give the NBC Red and CBS virtually nothing to sell, while the NBC Blue has around 11 hours devoid of sponsor-ship. Blank spots occur as follows:

SUNDAY

CBS: Solid. Red: Solid (except for a half-hour sustainer kept for oplicy reasons). Blue: Open between 7-7:30, 8-9, 10:30-11. A spot on the Blue between 6, and 7 has a commercial using only one station. MONDAY

MONDAY
CBS: Open between 6:35 and 6:45.
Red: Solid: Blue: 7-7/15, 9:30-10,
10:15-11. A Blue niche between 7:45
and 8 has a local commercial in New
York only and Wasey products on
WLW.

TUESDAY

CBS: 6-6:15, 6:35-6:45. Red: 7:30-8 (commercial here uses only one station); 10:45-11. Blue: 7:15-7:30, 7:45-8, 10-10:30.

WEDNESDAY.

CBS: 6:35-6:45, 10:45-11 (open in the East only). Red: Solid. Blue: 7:45-8, 9-11.

THURSDAY

CBS: 6-6:15. Red: 6-6:15. Blue: 7:15-7:30, 7:45-11.

FRIDAY

CBS 6:35-6:45. Red: 6-6:15, 7:30-8, 10:45-11. Blue: 7-7:15, 7:45-8 (commercial using only one station here); 10:30-11.

SATURDAY

CBS: 6:50-7. Red: 6-6:15, 6:45-7, 7:15-7:30, 7:30-7:45 (commercial here using only one station), 7:45-8. Blue: 6:15-6:30, 6:35-7, 8-9, 10-11. In the tabulations, CBS time withheld from sale for policy or promise reasons is subtracted. NBC's comparable spots are simply indicated as open.

Virginia Blachley, secretary to G. H. Mills, NBC studio tours and rela-tions chief, off to West Indies on ex-tended vacation.

Having worked off \$500 union fine, Eddie Bonnelly is rehearsing new band and will return to WIP (Philly) mikes next week.

Sid Chatton, CKMX announcer an impersonator of voices of screen and radio players, has joined Don Lee network.

Gordon Grant, Standard Oil Co. office worker, leading band over WHAT, Philly, in his off moments.





THE 21ST WEEK BENNY

Every Sunday Night. 6 P.M. EST

FEEN-A-MINT

MUTUAL BROADCASTING SYSTEM

RAY **PERKINS**

Paris-Oct. 18-25

New York-Nov. 3

DICK

AND HIS ORCHESTRA el Lincoln, New York City COAST TO COAST NETWORK

Dir.: M C A
Per. Mgt., HERMAN BERNIE
1619 B'way, N. Y. C.

S. K. KUSHNER Presents

Don Bestor

OFFICES
Facing Radio City
At Bookbottom Rental

48 WEST 48th ST. Small and Large Units

Albert M. Greenfield & Co., Inc. Agent as Premises. BRyant 8-82



HERMAN BERNIE New York

Plenty Pianos Being Sold, Says Paine. **But They Can't Get Music in Dakotas**

aired at the next MPPA meeting.

Paine stated that while visiting Chicago last week he met a piano dealer who told him that he had for months been disposing of one carload of pianos after another in the Dakotas and that the thing worrying him most was how he could continue to ride on the crest of this boom unless something was done to get sheet music to his customers. Nothing, added this dealer, could stop his piano sales faster than the non-use of the purchased instruments. ments

ments.
Plano manufacturers, Paine pointed out, have up to Sept. 1 of this year disposed of 90,000 instruments and look forward to making it a 100,000-plano year. The industry had been scheduled to produce 150,000 for 1937, but the manufacturers have already revised this ex-

THE BEST IN MUSIC

"Mickey

Mouse's

Birthday

Party"

tune every leader will

"Did You

Mean It?"

IRVING BERLINING

E HOUSE OF MUSICAL NOVELTIES.

A Great Big Hit!

SELECT MUSIC PUBLICATIONS WE

"SOUTH

The next novelty hit of the country

John G. Paine, chairman of the Music Publishers Protective Association, last week called on the sheet music trade to take drastic steps which would lead to the developing of sufficient outlets to meet the needs of thousands of new piano owners. As a case in point, Paine cited the fact that while carloads of pianos are being sold in North and South Dakota, there are at present but 10 sheet music retailers in the two states. Situation will arred at the next MPPA meeting.

Paine stated that while visiting Chicago last week he met a piano dealer who told him that he had for months been disposing of one carload of pianos after another in the Dakotas and that the thing worhaphazardly conceived and those which derive from the economy actually effected by a manufacturer or distributor in selling and shipping a particular large quantity of go to a single customer.

VENUTI-TEAGARDEN IN DALLAS FISTICUFFS

Fort Worth, Oct. 13.

Joe Venuti, who heads the other band at the Casa Manana, and Jack Teagarden, trombonist with Paul Whiteman, crashed the police court news last week, following an exchange of fisticutis. Teagarden spent who admits he hung one on the trombonist's jaw, remained non-committal about the cause of the fight.

Only versions forthcoming were from the combatants' wives.

Said Mrs. Venuti: Teagarden was looking for a sock, and Joe gave him one.'

Mrs. Teagarden's reioinder to the combatants' wives.

num one.'
Mrs. Teagarden's rejoinder to this
was: 'Venuti said,' I'll fix you so that
you won't be able to play a trombone again,' and with that struck
my husband.'

Cliff Webster Joins Con. Radio on Coast

Hollywood, Oct. 13.
Cliff Webster, blz rep of Musicians local 47. American Federation of Musicians, has been named associate manager of the local bureau of Conmanager of the local bureau of Consolidated Radio Artists, Inc., by Charles E. Green, now here. He'll handle Coast bands. Phil Jacks, formerly of Pittsburgh, will be office manager.

Webster conducted vaude for sevseral years in San Diego and later for Alexander Pantages here. Green plans to remain here for some time before returning to New York.

Lay Quits Illinois WPA

Joel Lay, state director of the Federal Music Project in Illinois, has resigned. Currently seeking radio and concert singing connections in New York.

Albert L. Goldberg, previously ay's assistant, succeeds him with Lay's assi the FMP.

MERLE CLARK BACK IN DET.

MERLE CLARK BACK IN DET.
Dallas, Oct. 13.
Michel Clark, organist from the
Michigan, Detroit, who has been at
the console of the Hammond electric organ in the Chrysler Salon of
Mirrors at the Texas expo has resumed his post at the console of the
Michigan theatre organ.
Dwight Boate organint at the Palace
Chrysler post Clark weacted.

Norman Doyle in Sydney

Norman Doyle in Sydney
Sydney, Sept. 17.
Norman K. Doyle, who at one time
was connected with Music Corporation of America, has been on a quick
visit here.
Has been in consultation with the
officials of Cinesound Studios in
connection with musical interests
and may make a deal.

Most Played on Air

To familiarize the trade with To jamularize the trade with the tunes most on the air around New York, the following songs were most played on the networks last week. Combined playes on WEAF, WJZ and WABC are computed for the week from Sunday through Saturday night (Oct. 4-10).

When Did You Leave Heaven?
Sing, Baby, Sing
Way You Look Tonight
Until Real Thing Comes Along
Bye, Bye, Baby
When Lady Meets a Gentleman
Close to Me
I'm an Old Cawhand
Who Loves You?
Did I Remember? Did I Remember? Me and the Moon You Turned the Tables on Me Star Fell Out of Heaven Star Fell Out of Heaven
I Can't Escape From You
South Sea Island Magic
Sing 1,000 Love Songs
Until Today
It Can Happen to You
My Kingdom for a Kiss
Organ Grinder's Swing
Dream Awhile
You're Not the Kind
Let's Grow Old Together
A Fine Romance
Fancy Meeting You

ASCAP MELON DROPS OFF 10%

Writer members of the American Society of Composers, Authors and Publishers got their third-quarter royalty checks over the past weekend. By press time yesterday (Tuesday) the publishers had not received their divvies. In the case of the writers the amounts received this time were 10% less than they were for the second period of 1936. Drop

for the second period of 1836. Drop is a seasonal one.

Double AA writers under the latest division received \$3,650 each. For the previous quarter it was \$4,100, while the first three months of 1935 brought the writers of this top classification \$3,200 each.

CHI BRIBERY EVIDENCE PLACED BEFORE PAINE

Data showing that the local branch of a New York publishing house is of a New York publishing house is paying for plugs has been submitted for action to John G. Paine, chairman of the Music Publishers Protective Association. Complaint of this firm? methods was made to Paine while he was visiting here last week, and he suggested that the evidence be sent on to his office in New York.

York.

Before returning to N. Y., Paine said that, with this one exception, the music men were complying implicitly with the pledge against plug payoffs and free special arrangements. Also that the orchestra leaders themselvion tore showing that the industry in eliminating such practices.

New WPA Music Head

Lester W. Herzog, state administrator of the Works Progress Administration of the Works Progress Administration, has appointed George Crandall state director of the Federal Music Project in New York City. Previously he directed a radio station in Utica. His headquarters will be in Albany.

The Albany Orchestra, a unit of the Federal Music Project, will give its first oncert Oct. 18, in the Albany Institute of History and Art. John Ingram, of Buffalo, will be the conductor.

Song Pilfering in Japan's Just an Old Nipponese Custom; Law's Cold

By BURTON CRANE

Tokyo, Sept. 16.

Every once in so often some optimist gets the idea that something ought to be done to stop the Japanese practice of pirating foreign popular songs. Something ought to, perhaps, but probably never will be where sheet music is concerned. Records are different.

Pirating of sheet music is general, Pirating of eheet music is general, but stopping it wouldn't be worth the bother. There are mighty few planos in the country, owned largely by the rich, who want their young hopefuls to get foreign culture and concentrate on standard tunes. No Jazz in the family parior. Only Beethoven, Brahms, Chopin and the classics.

The only musical instrument which is generally played in this country, outside of the old Japanese

strings and bamboo flutes and fifes, which can't carry a foreign scale, is the harmonica. Therefore, sheet music published in this country usually contains an inserted page, giving the harmonica notation, which appears in numbers. And, since the reed harps are played mostly by the kids, who haven't much money to spend, the sheet music market is limited. Recorded songs outsell the sheets by about 10 to one. But there is little pirating of such tunes, because the composers of Japanese ditties generally make their publication deals before the record is released and their publishers get head fairts, which keep others from horning in.

With foreign tunes, espeoially

With foreign tunes, especially those plugged in imported musical films, the situation is different. Pictures may come to this country months after being released abroad (Continued on page 50)



TUBBY GARRON

I Got Some News for You-Just Flew In From Jaloppy With A Bag Of HITS . . .

"NEVER SHOULD HAVE TOLD YOU" By Cliff Friend and Dave Franklin

"WHEN A LADY MEETS A GENTLEMAN DOWN SOUTH"

By Dave Oppenheim, Michael Cleary and Jacques Krakeur II

"BETTER GET OFF YOUR HIGH HORSE"

From the Paramount Picture "HIDEAWAY GIRL" "WHAT IS LOVE?"

By Ralph Rainger, Leo Robin and Victor Young "DANCING INTO MY HEART" "TWO BIRDIES UP A TREE"

I'm now Professional Manager for POPULAR MELODIES

in New York at 1619 Broadway (NO LIEC)

P. S.—Get in touch with me and make Tubby happy.

MUSIC PUBLISHERS Inc. LOUIS BERNSTEIN, Pres. NOW IN THEIR NEW QUARTERS - RKO (Radio City Music Hall) BLDG. -- 1270 SIXTH AVE., NEW YORK

VISIT OR WRITE MARKS MUSIC The Marks Hit Parade

RUNNING A **TEMPERATURE POINCIANA**

SAY 'SI SI' (Para Vigo Me Voy)

AND THEY SAID IT WOULDN'T LAST!

AFTERGLOW

RADIO CITY, N.Y.

The Request Song! MOON

Now Ready—The Beautiful "TO YOU SWEET-HEART, ALOHA" Cute-Fresh-Appealing

"OH, YOU ROGUE 'Swingy' Japan Novelty

"OVER A BOWL OF SUKI-YAKI"

ANTLY BROS JOY IN

-- FLASHES-

MORE POPULAR EVERY DAY Victor Schertzinger's

"Magnolias in the Moonlight"

Follow Your Heart'

Featured songs in the Republic Picture, "Follow Your Heart"

SAM FOX
PUBLISHING COMPANY

In Answer to Thousands of Inquiries

When My Dream Boat **Comes Home**

Witmark

M. WITMARK 1250 Sixth Ave. RCA Bldg., N. Y,

Inside Stuff-Music

Jack Robbins heads Robbins Music Corp. and Feist's, but will headquarter at the latter firm when he arrives from Hollywood the end of this week. This is part of friendly rivalry with Jack Bregman, his general manager at Robbins Music, which is causing the trade to wonder if it won't become Bregman Music Corp., and Feist-Robbins might be the new laber for the other outfit. This is a kidding trade commentary, of course, but Robbins is intent on putting over the Feist-firm, now that Robbins Music Corp. and Feist-Robbins at Feist-R

New World Publishing Corp. (Harms' subsid), which previously published Strike Up the Band' and other Gershwin compositions, is likewise issuing 'Strike Up the Band for the U. C. L. A.,' which is being professionally pubbed for the University' of California of Los Angeles. The former song is radio-restricted, as a production number, but the UCLA number isn't. It's sivted for a generous air plug by the sundry bands and is George Gershwin's adaptation of his show tune, with Ira Gershwin's new lyrics. Maxson F. Judeil promoted the UCLA tieup. The Gershwins otherwise have their own Gershwin Publishing Corp., a new unit, under Chappell Co. release.

The Jimmy Campbell-Reg Connelly schism gives the latter all of Campbell's interests in Campbell, Connelly & Co., Ltd., Editions Campbell Connelly, Campbell Connelly, Campbell Connelly, Inc., and Avon Music Corp., Inc., all subsids. In turn, Reg Counelly has surrendered his interest in Cinephonic Music Co., Ltd., the Gaumont-British song publishing subsid, of which Campbell becomes sole managing director. Latter is now in America on GB-Cinephonic business and Connelly is due over shortly.

Frisco grid fans will hear the title song from Metro's 'San Francisco' throughout the season at all the University of San Francisco games. Although the picture was razzed by some natives here for over-emphasizing the earthquake angle, the university, has gone through with its plans to make 'San Francisco' its official college, song.

Record buyers only buy the 'stylists' on the wax, according to sales finding, and certain others can't be given away, say the recording executives. Some are frankly retained for prestige purposes. The real sellers are the artists who are 'different' in style or tempo. Vocally, few can sell to mean anything.

In a measure the G-B and Cinephonic Music bunch are pleased at the delay of the next Jessie Matthews filmusical, 'Head Over Heels,' because it holds a song, 'Through the Courtesy of Love.' Same titled number is in a current Warner Bros. filmusical, but it's expected that one will have run its course by the time the Brillsh picture comes over.

Song Pilfering In Japan

(Continued from page 49) and in that interval the publishers have ample opportunity to get their hands on the music. Then the process in simple. They simply write in Japanese lyrics on the original printed copy, or paste Japanese lyrics over the foreign words, paint out the name of the foreign publishers and have cuts made.

foreign publishers and have cuts made. Figures

Variety has obtained quotations from a couple of printers, and therefore, is able to state authoritatively that 1,000 copies of any popular song without the processing the property of the couple over, can be turned out in Japan for less than \$1. Slick in a sheet carrying the harmonica notation on one side and extra layries on the other and the cost of printing won't pass \$10. Each extra thousand turned out will cost less than \$2. In Tokyo one can cover all the music shops here and in Yokohami in three or four days. A relative or associate working on commission can do the same for Osaita and Kohe in even less time, and spend, a day in Kyoto. Nagoya is the only other market worth any Krouble—no need to bother a hout it in these—no need to bother about it in these—no need to bother about it in these to need to bother about it in the only other and the property of the control of the property of the pr

in Kyoto. Nigoya is the only other market worth any trouble—to need to bother about it unless there happens to be a friend or relative there. Thus, anybody who can write Japanese lyrles—and they're execedingly easy, since no rhymes are required and a diphthong can be pronounced as either one or two syllables—can go into the sheet music publishing business with aimost no capital, wearing his office in his hat. Some less Totts 'de Paris,' a hit

from the French talker of the same, name, came out in five editions here. Carlora. 'Voucarcha,' J'ai deux Amours,' Falling in Love-Again,' Fallez-Moi d'Amour.' Dia nai' and docens more to the same and the same and

Less Disc Lifting

Less Disc Lifting
There is less plrating in the phonograph record business, because there are only 12 manufacturers and they are easier to catch and hold accountable. Still, it would be interesting to know how many of the foreign, tunes recorded here or pressed from matrices made abroad are actually paying royaltics to their authors and composers. Preclous few, perhaps, for the BIEM in Europe demands 14c for a double record made of i. couple of its tunés, and that works out at 50 sen, almost double mechanical cost of production, which is 26 sen in some plasts. Records are commonly sold to retailers at 1.65 yen. In other words, it doesn't pay to record European numbers unless one can dodge the royalties.

Theme Songs

Baltimore, Oct. 13,
Father Coughlin paid Balto
dirst visit last Saturday (10)
making Speech at Armory before 5,000 who paid 40c a head.
After the spiel a dance was
held, at which many of the poy
noise plaghest of the spiel and should be
more paint of the spiel and the spiel
and the spiel a dance was
held, at which many of the poy
more paint of the spiel and the spiel
more than the spiel and the spiel
more spiel and the spiel
more spie

DURIUM B'KR'PT: INTRODUCED 15c DISKS

Durlum Products, Inc., which in 1930 introduced the 15c. phonograph record by way of the newsstand, went into bankruptcy last week. Pe-tition, which was fied with the Fed-eral Court in New York, placed the liabilities at \$394,434 and assets, \$7:914.

ilabilities at \$389,434 and assets \$7,914.
Vogue for there-jit record was brief and, as far as the publishing business was concerned, the career of the Durium outfit was marked by charges of discrimination, and law suits. The squabble with Tin Pan Alley was settled three years ago, when Durium paid off all royalty claims through John G. Paine, chairman of the Music Publishers Protective Association. The peak of the controversy was reached when Donaldson, Douglas & Gumble refused to permit Durium to record one of the publishing firm's hits and the outfit with the new pressing process proceeded to use the song anyway. The collected a Sc. royalty on each record, while the other pubs got one-balt cent a pressing.

At the height of its efforts in the record field.

half cent a pressing.

At the height of its efforts in the record field, Durium was turning fem out at the rate of 1,500,000 copies per master. Within a year the output was 150,000 a master, which figure allowed little room for profit. Durium project was eventually taken over by the Erwin. Wasey agency for general exploitation of the process.

process.

Among the creditors named in the bankruptcy schedule are the holders of 6% five-year gold notes due July 1, 1936, with the interest unpaid since Jan. 1, 1932. Assets include interests in nine patents of doubtful value, besides bank deposits amounting to \$7,914, most of which is tied up in the defunct Bank of United States.

DREYFUS BACK: WB DEAL AGAIN ON FIRE

With the arrival of Louis Dreyfus from Europe Monday (12), the deal which would merge Chappell. Harms, Inc., and T. B. Harms in a stock and operating alliance is again

Outher the proposed stock exchange, Max Dreyfus would take over the operations of Harms, Inc., and T. B. Harms Co. from Warner Bros. The Dreyfuses would get a 55% interest in the latter two publishing firms and they in turn would give WB a half interest in the Chappell Co. pell Co.

MOVIETONE TOPICS

NOW AMONG THE "You Turned the

Tables on Me"

"Sing, Baby, Sing" From the 20th Gentury-Fox Picture—"Sing, Baby, Sing"

MOVIETONE MUSIC CORPORATION M FOX PUBLISHING CO. SHIPA 1250 SIXTH AVENUE

Witmark

Presente

THRU THE COURTESY OF LOVE

You on My Mind

My Kingdom for a Kiss Papa Tree Top Tall Bermuda Buggyride Waltzing with an Angel Hors D'Oeuvre Tia Juana

M. WITMARK & SONS 1250 Sixth Avenue RCA Bidg., N. Y.

Horms

Presents Rine Eves White Horse Inn I Cannot Live Without Your Love

The Prairie Is My Home From "Stage Struck"
Fancy Meeting You
In Your Own Quiet Way

HARMS, Inc. 1250 Sixth Ave. RCA Bldg., N. Y.

Remick

rom "Cain and Mabel"-Opens itrand, New York, Oct. 17

I'LL SING YOU ATHOU-**SAND LOVE SONGS**

Coney Island

Now That Summer Is Gone

Sing a Song of Nonsense Don't Kiss Me Good Night

REMICK MUSIC CORP. 1250 Sixth Avenue RCA Bidg., N. Y.

Tried and proven songs of the season. All included in a catalog that comprises one of the most "sure-fire" song galaxies of all time. For example:

"DID I REMEMBER?"

"I'M AN OLD COWHAND (From the Rio Grande)" "TO MARY-WITH LOVE"

"IT CAN HAPPEN TO YOU" "PICTURE ME WITHOUT YOU"

LEO FEIST, Inc. . 1629 BROADWAY . NEW YORK

The new season ushers in an array of song hits that, from present indications, will sweep the nation. For instance:

"WHEN DID YOU LEAVE HEAVEN?"

"WHEN I'M WITH YOU" — "DREAM AWHILE"

Announcing the reigning song lift in England feday, "SWEETHEART LET'S GROW OID TOGETHER"

"PETER PIPER"

"MIDNIGHT BLUE" The Big song hit of the new "Ziegfeld Foilles of 1930"

ROBBINS MUSIC CORP. • 799 7th AVE. • NEW YORK

SEPTEMBER SURVEY

6 Best Sellers in Sheet Music as Reported by Leading Jobbers

NEW YORK	CHICAGO	LOS ANGELES
Song—No. 1 "Dld I Remember?"	'Star Feil Out of Heaven'	'Did I Remember?'
Song-No. 2 'Until Real Thing Comes Along'	'Did I Remember?'	'A Star Fell Out of Heaven'
ong-No. 3 'A Star Fell Out of Heaven'	'When Did You Leave Heaven?'	'Until Real Thing Comes Along'
Song—No. 4 'When I'm With You' Song—No. 5 'Empty Saddles'	'Until Real Thing Comes Along'	T'm an Old Cowhand
	T Can't Escape From You'	Bendezvous With a Dream'
ong-No. 6 Rendezvous With a Dream'	Rendezvous With a Dream'	'I Can't Escape From You'

5 Leading Phonograph Labels 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:

RECORDS RETAILING AT 75c

BRUNSWICK-No. 1	'A Fine Romance' (Fred Astaire, Johnny Green Orch.); 'Waltz in Swing Time' (Johnny Green Orch.)	'Star Fell Out of Heaven' (Hal Kamp Orch.)
BRUNSWICK-No. 2	'Way You Look Tonight,' 'Pick Yourself Up' (Fred Astaire, Johnny Green Orch.)	'Wedding of Mr. and Mrs. Swing' (Cab Calloway Orch.)
BRUNSWICK-No. 8	'Never Gonna' Dance,' 'Bejangles of Harlem' (Fred Astaire, Johnny Green Orch.)	'I Cried for You' (Teddy Wilson Orch.)
BRUNSWICK-No. 4	'Melancholy Baby,' T Cried for You' (Teddy Wilson Orch.)	'A Fine Romance' (Fred Astaire, Johnny Green Orch.)
BRUNSWICK-No. 5	'Sing, Baby, Sing,' 'You Turned the Tables' (Teddy Wilson Orch.).	'Organ Grinder's Swing' (Hudson-De- Lange Orch.)
BRUNSWICK-No. 6	'Organ Grinder's Swing,' 'You're Not the Kind' (Hudson-DeLange Orch.)	'Let's Grow Old Together' (Russ Morgan Orch.)
COLUMBIA-No. 1	'Ride, Red, Ride,' 'Conga Caravan' (Mills Blue Rhythm Orch.)	'Organ Grinder's Swing' (Frank Froesa Orch.)
COLUMBIA-No. 2	'Chasing Shadows,' 'Footloose and Fancyfree' (Henry King Orch.)	'Until Real Thing Comes Along' (Mills Blue Rhythm Orch.)
COLUMBIA—No. 3	"Teil Me You Love Me," "The Marti- nique" (Henry King Orch.)	'Swing Mr. Charlle' (Herbie Kay Orch.)
COLUMBIA-No. 4	'To. Call You My Own,' 'Muchacha' (Phil Regan, Mahlon Merrich Orch.)	'These Foolish Things Remind Me' (Carroll Gibbons Orch.)
COLUMBIA-No. 5	Yip, Neddy,' 'Roll Along Covered Wagon' Deroy Somers Orch.)	In a Sentimental Mood' (Mills Blue Rhythm Orch.)
COLUMBIA—No. 6	'Swing Mr. Charlie,' 'Chopsticks' (Her- bie Kay Orch.)	'Begins and Ends With You' (Frank Froeba Orch.)
VICTOR-No. 1	'Moonglow,' 'Dinah' (Benny Goodman Quart.)	'Curse of an Aching Heart' (Fats Waller Orch.)
VICTOR-No. 2	'Bye, Bye, Baby,' 'There Goes My At- traction' (Fats Waller Orch.)	'You Turned the Tables on Me' (Benny Goodman Orch.)
VICTOR—No. 3	'In Sentimental Mood,' 'These Foolish Things' (Benny Goodman Orch.)	Bye, Bye, Baby' (Fat Waller Orch.)
VICTOR—No. 4	'Star Feii Out of Heaven,' 'Dream Awhlle' (Eddie Duchin Orch.)	'Organ Grinder's Swing' (Jolly Coburn Orch.)
VICTOR—No. 5	'Sing, Baby, Sing,' 'Make Belleve Bail Room' (Ruby Newman Orch.)	Until Real Thing Comes Along' (Fats Waller Orch.)
VICTOR-No. 6	T Can't Escape From You,' T'm an Old Cowhand' (Eddie Duchin Orch.)	'Star Fell Out of Heaven' (Eddie Du- chin Orch.)

'Melancholy Baby,' 'I Cried for You' (Teddy Wilson Orch.)

Time' Orch.) Fine Romance, 'Waitz in Swing time' (Fred Astaire, Johnny Green 'Sing, Baby, Sing,' 'You Turned the Tables' (Teddy Wilson Orch.)

Pick Yourself Up, 'Way You Look To-night' (Fred Astaire, Johnny Green Orch.) When Lady Meets Gentieman, 'To You Sweetheart, Alone' (Russ Morgan Sweeth Orch.)

Orcn.)

'Never Gonna' Dance, 'Bojangles of Hariem' (Fred Astaire, Johnny Green Orch.)

'South Sea Island Magic,' /Paim Trees Sing Atoha' (Andy Iona Orch.) 'My Tani,' 'Na Pua' (Andy Iona Orch.)

'In Sentimental Mood,' Carry Me Back to Green Fastures' (Mills Biue Rhy-thm Orch.)
'Rawaiian One to 10,' 'Hawaiian Memorles' (Andy Iona Orch.)
'Until Real Things Comes Along,' Merry Go Round' (Mills Blue Rhythm Orch.)
'Pretty Red Hibiscus' (Andy Iona Orch.)

'Did I Remember' (Tommy Dorsey Orch.)

Orch.)

'Star Feil Out of Heaven' (Eddie Duchin Orch.)

'When Fm With You' (Ray Noble Orch.) Orch.)

T Can't Escape From You' (Eddie Duchi Orch.)

'Until Real Thing Comes' (Fats Waller Orch.)

'Sing, Baby, Sing' (Ruby Newman Orch.)

RECORDS RETAILING AT 35c

BLUE BIRD-No. 1	'Bojangies of Harlem,' 'Organ Grinder's Swing' (Tempo King Orch.)	'Me and the Moon' (Shep Fields Orch.)
BLUE BIRD—No. 2	'Way You Look Tonight,' 'Never Gonna' Dance' (Shep Fields Orch.)	'Organ Grinder's Swing' (Tempo King Orch.)
BLUE BIRD—No. 3	'Did I Remember,' 'Sittin' in the Sand a Sunnin' (Shep Fields Orch.)	'Never Gonna' Dance' (Shep Fields Orch.)
BLUE BIRD-No. 4	"Star Fell Out of Heaven, 'When Did You Leave Heaven' (Charlie Barnet Orch.)	
BLUE BIRD—No. 5	'Sing You 1,000 Love Songs,' 'Papa Tree-Top Tail' (Tempo King Orch.)	King Orch.)
BLUE BIRD—No. 6	'It's the Gypsy in Me.' 'They Said It Wouldn't Last' (Wingy Mannone Orch.)	When Did You Leave Heaven' (Charlie Barnett Orch.)
DECCA-No. 1	T'm an Old Cowhand,' 'I Can't Escape From You' (Bing Crosby Orch.)	
DECCA-No. 2	'Star Feil Out of Heaven,' When Did You Leave Heaven' (Ben Bernie Orch.)	Orch.)
DECCA-No. 3	'Until Real Thing Comes,' 'Walkin' and Swinin' (Andy Kirk Orch.)	
DECCA-No. 4	'Me and the Moon,' 'When the Moon Hangs High' (Victor Young Orch.)	
DECCA-No. 5	'Knock, Knock, Who's There,' 'When Lady Meets Gentieman' (Ted Weems Orch.)	
DECCA-No. 6	'Empty Saddies,' 'Roundup Luitaby' (Bing Crosby Orch.)	'Until Real Thing Comes Along' (Andy Kirk Orch.)

'Did I Remember' (Shep Fields Orch. Me and the Meon' (Shep Fields Orch.) 'Star Fell Out of Heaven' (Charles Barnett Orch.)

'When Did You Leave Heaven' (Charles Barnett Orch.)

'Byc, Bye, Baby' (Change)
Orch.)

The Way You Look Tonight' (Shep
Fields Orch.)

Tm an Old Cowhand' (Bing Crosby) 'South Sea Island Magic' (Bing Crosby

'Did I Remember' (Jan Garber Orch.) 'Star Feil Out of Heaven' (Ben Bernie 'Me and Orch.) the Meon' (Victor Young

'You Turned the Tables' (Jan Garber Orch.)

To Traveling Bands

HITS! HITS! HITS! Organ Grinder's Swing In a Sentimental Mood SMOKE RINGS

Ready Oct. 16 - - Keep a spot for this one. You'll love to play: Mr. Ghost Goes to Town

SOLITUDE

EXCLUSIVE PUBLICATIONS Inc. 1619 Broadway, New York

Music Notes

Ken Sisson is now No. 1 arranger for Al Goodman,

Franz Waxman will score 'They Gave Him a Gun' at Metro.

George Sterney into the St. Moritz, V. Y., in November.

Larry Funk follows Britton band into Chez. Maurice, Dallas, for three weeks starting Oct. 19.

Dick Gardner booked for the sea-on at Radisson hotel, Minneapolis,

Howard Lattey will complete the season at the Fifth Avenue hotel, New York:

Chesterfield program (CBS), has been put under contract by Warner Bros. and assigned to the Hollywood To Traveling B

Lou Weiss directing dance band and dinner ensemble in new Rose room at Hotel Stratfield, Bridgeport.

For the past year a restricted ter-ritory, Richmond, Va., has now been opened for traveling bands. First outht set is Carlos Molina's orches-tra, which went into Tantilla Gar-dens last week. District had been closed to all but local musicipus until order was re-Stept, Ted Koehler, I District had been closed to an out local musicians until order was reversed. Molina stays for eight weeks, after which he moves to Roney-Plaza, Miami, Dec. 18, to be followed by the Miami-Biltmore six weeks later. Washington and Cliff Friend collab-orated on three songs for Republic's 'Happy Go Lucky.' Numbers are 'Right or Wrong,' 'Call on the Ma-rines' and 'Treat for the Eyes.'

LANGES DIVORCED

Dick Gardner booked for the seasion at Radison hotel, Minneapolis,
Minn.

Cincinnati, Oct. 13.
Divorce from Henry W. Lange,
band leader and songwriter, on
season at the Fifth Avenue hotel,
New York:

New York:

Carol Markey, formerly arranger

They were married in 1917 and
with Andre Kostelanetz on the separated two years ago. John E. Roberts has guit job as manager of Balto office of the West-era Newspaper Union and joined sales staff of Hearst-owned WBAL. Don Kerr of WMCA will emcee at

SHEETS SLUMP. RECORDS GAIN

Sheet music business slowed up badly in the east with the second week in September and stayed that way until the end of the month. For the third consecutive month the list was without a smash hit to serve as a strong incentive for visiting the music counter. Turnover on phonograph records showed a substantial improvement over the sales which prevailed for the same month in 1935, Screen songs almost had a mo-

month in 1935.

Screen songs almost had a monopoly of the six best-seller setup to the six best-seller setup to the seller setup to the seller setup to the seller setup to the seller seller setup to the seller se

'Swing Time.'
Sheet itunners-up for September were 'I Can't Escape from You' (Famous), 'Me and the Moon' (Santly), 'When Did You Leave Heaven,' 'No Regreis' (Sherman Clay), 'Sing, Baby, Sing' (Fox) and 'On the Beach at Ball Ball' (Morris), Giving 'indications of being on the upbeat around the counters are 'Bye, Bye, Baby' (Berlin), 'Sing You'1,000 Love Songs' (Remick) and 'Picture Me Witfout You' (Fox).

Fred Astaire continued in September 1988.

Me Without You' (Fox). Fred Astaire continued in September to be the No. I demand on the Brunswick list, while Benny Goodman did the same honors for Victor. In the Decca camp Bing Crosby proved the white-haired boy,

Sheets Spurt on Coast

Los Angeles, Oct. 13,

Les' Angeles, Oct. 13.

Although music biz here has been zipping along at a feet allip, usual september oom a rank and as scheduled. This was particularly true in sheet music, which experienced exceptionally heavy month. Records continued to ries steadily. Teddy Wilson nabbed top spot from Fred Astaire-Johny Green Brunswick discs, which fell off sijethly, three remaining in lists. Due to method in which Jerôme Kern numbers usually grow, however, 'Swing Time' tunes are expected to remain in top ranks for long period, Mills Bille Rhythm Band climbed

long period, Mills Blue Rhythm Band climbed into Columbia shelves to oust gome of that Hawaifan splitt. However, Andy Iona remains a favorite hepa as does Hawaiian music. Blng Crosby's second ranker for Decca, 'South Sea Island Magic,' proved good alm at Hawaiian market.

Sheets, Discs Up In Chi

Chicago, Oct. 13.

Chicago, Oct. 13.

Business on the climb generalty, Sheet and disc sales picking up, though nothing startling in the build rise, and the sales picking up, though nothing startling in the soundspine of the sales of

T.B.Harms Co.

CLOSE TO ME (Definitely the Next Big Waltz Hit)

LOVE-WHAT ARE YOU DOING TO MY HEART

(European Hit) I'M GOING HOME FOR

CHRISTMAS THE B. HARMS CO.

1250 Sixth Ave.

13

A Page Out of Old Vaudeville

By Joe Laurie, Jr.

THE MAN AND WOMAN ACT

STREET SCENE IN ONE. ENTER at opposite sides and as man approaches woman, he TIPS HIS HAT and sort of flirts with woman.

Woman: (angrily) what do you mean by tipping your hat to me? You don't know me!

Man: This is my BROTHER'S hat. E knows you. Say, you know I

W . Is that so?

M.: I sort of have a 'heart' affection for you.

tion for you.

W: Have you had it lung?'
M: Oh, yes. And I feel I will
liver troubled life without you.
W: Then you had better 'asthma.'
M: Say, you're a pretty smart
girl. What's your name?
W: Helen Summer.
M: What is it in Winter?

M.: What is it in Winter?
W.: Oh, a pretty smart fellow, eh?
M.: How old are you?
W.: Sixteen.
M.: How old?
W.: I've told you twice—sixteen.
M.: Oh, TWICE sixteen; that's more like it.
W.: Dh. it. pretty great follow eh?

W.: Oh, a pretty smart fellow, eh? were you going just now, ... How did you know my name

Mr. Youn?

W.: Oh, I just guessed it.
Mr. Then guess where I'm going.
Wr.: Oh, a pretty smart fellow, eh;
Mr. The very smart. You can ask
me any question about the sea.
Wr. Is that so? Well, why don't
sh have a good time?

Mr. You're wrong. Fish have a
very good time.

very good time.

W. Yes? How do you make that

M.: Didn't you ever hear-of FISH Pretty smart. Now tell me

W. Pretty smart. Now tell me where you were really going?
M.: I was going down to the depot to meet a friend of mine's mother-in-law. He promised to give me a dollar if I meet her.
W.: Supposing she doesn't come?
M.: Then he promised to give me TWO dollars.

You talk like you are against

marriage.
M.: No, I'm up against it. (Some applauds in the audience.)
e's another poor fellow in the

W.: The way you talk you'd think everybody out there is against mar-

M.: Well, most of them are,

M.: Oh, that's preposterous.
M.: I'll prove it to you. You take
ne side of the house and I'll take

the other.

W.: Alright. I'll take these lovely ladies and gentlement down here. (Points to ornehestra').

M.: Alright, I'll take the boys up on the shelt. (Points to gallery.) Those are my boys. I used to be a newsboy in this neighborhood.

W.: Don't you know that a good wife is the most unselfish creature.

in the world? Why every minute that her husband's awake she tries

to help him. (To audience) Am I right, girls? (Wait for applause.)

right gris? (wait for appatuse.)
M. Yes, and after he's asleep—
she helps herself. (To gallery) Am
I right boys? (Wait for applause.)
W.: The very idea. Why woman
is the SOUL of honor. (To audience) Am I right gris? (Wait for

ence) Am I right girls? (Watt Jor applause.)
M.: Yes, and she's made many a HEEL out of a guy. (To gallery) Am I right boys?
W.: Why, my boy, woman is a gold mine—you never know her true value. (To audience) Am I right girls? (Wait for applause.)
M.: Yeh, and thre's many a sucker went broke PROSPECTING. (To callery) Am I right boys?

Sucker went broke PROSECTION.

(To gallery) Am I right boys?

(Wait for applause.)

W.: A woman will stick to you through thick and thin. (To audience) Am I right girls? (Wait for

applause.)
M.: Yeh, the longer she sticks, the thinner you get. (To gallery) Am I right boys? (Wait for applause.)
W.: You're positively insulting. I wish God made me a man.
M.: Maybe he did and you haven't

him yet. Enough of this. (Turns away

w.: Enough of this. Third away in disgust.)
M.: (To gallery) Well, boys looks like we won. (Wait if there's more applause on this.)
W.: Come to think of tt, didn't I see you come out of a barroom yesseyou come out of a barroom yesseyou come

Well. I had to come out some-

w.: Don't you know every time you go into a barroom the devil goes in with you?
M.: Well, if he does he will have to buy his own drink.
W.: How did you get so drunk?
M. I didn't know what I was do-

ing.
W.: Why didn't you know what

W:. Why didn't you know wh: t you were doing?
M: You see, I was under the in-fluence of liquor when I started. Say, you know there is something I like about you?
W: (Couly) Yes? What is it?
M: (Placing arm around her paist.) My. ARM, Will you marry

w: (Laughing heartily) Marry
you? Why you're a joke.
M.: (Mimicing woman's laughter)
Can't you take a joke? Come on be t, give us a kiss.

sport, give us a kiss.

W.: (Indignantly) Why I don't

W:. (Indignantly) Why I don't even know you. M. Well, I'm taking as many chances as you are. Come on give us a kiss. W:. Don't you know some terrible things can be caught from kissing? M:. Sure. You should see the poor fish my sister caught. Come on

nsh my sister caught Conte on marry me.

W. The man I marry must be straight upright and grand.

M. Say, you don't want a man, you want a piano.

W. I don't think I'll ever marry.

I love my automobile too much.
M.: (To audience) Another case of

None to Fill

Billy Glason, says times are so tough that he can't even get booked for a benefit Glason called on the committee for the Night of Stars benefit to be given at Madison Square Garden and offered his services. Reply was that committee was sorry, but the bill was already filled.

man being replaced by machinery Come on, no kidding, marry me Don't you think you can marry a man like me?

W.: (Hesitatingly) Why-yes. M.: (To audience) Oh boy, I've

W. That is if he wasn't TOO MUCH like you. (Laughs.) Anyway I couldn't marry a man unless he was able to wheel a baby carriage. Can you wheel a baby carriage.

M.: I ought to. I spent two y in Wheeling, West Virginia.

W.: That's great.

M.: We're all great in our family.

Iv old man was a great man. W.. What did your father ever do

that was great? M.: (Turning around like a model for clothes) Look me over kid, look

over.
.: What do you do for a living?

W.: What do you do for a fiving:
M.: I'm a director for a railroad.
W.: Is that so? So you're a director for a railroad?
M.: Yeh, I stand at the depot and direct people where to go. By the way did you know the cars are going to issue clothespins instead of trans-

fers?

W.: What's the idea?

M.: Because clothespins are good on any line. Aw, come on and

narry me, W.: Why, you don't even know

how to propose.

M. Is that so? Why I know how anybody in any line would propose.
W. Alright, I'll try you. What would an undertaker say when he proposès?
M.: He'd say 'I'm DEAD in love

with you.'
W.: That's very good. And how

W. That's very good. And how would a jeweler propose? M.: Why, he'd say 'Darling,' you are my FEARL of creation.' W.: Now here's a hard one. How would a sailor propose? M.: That is a tough of. Thinke a minute.) I got it. He'd say 'Let a minute.) I got it. He'd say 'Let be the capable of your ship and me can brave all the STORMS of

W.: Well, you are pretty smart. I think you must have had a lot of experience. Didn't I see you buying a cradle the other day? What made

a cradle the other day? What made you do that?

M.: Oh, I just did that for a kid. Come on give us a kiss.

W.: You know I'm a good girl.

M.: Do you know where all the good little girls go to when they die?.

W.: Why they go to Heaven.

M.: That's right. And do you know where all the bad little girls.

W.: Why, no. Where do all the bad little girls go?

M.: They go down to the depot to meet the traveling salesmen when

they come in.

W.: Pretty smart, eh?

M.: Say will you meet me tonight at the post office and I'll take you

out to see a movie. W.: What time shall I meet you?
M.: If I get there first I'll make a halk mark.

But supposing I get there

M.: Then you RUB IT OUT.
(Finish with song and dance

Night Club Reviews

PENTHOUSE, BALTO Maisonnette Russe, N. Y.

Baltimore, Oct. 10.

There are at present in Balto only two nite spots that by any stretch of standards can be categoried as swank or 'classy.' Penthouse is one of the two.

And the two classy. Permindes is one than two classy. A compared to the compar

better also.

Room, seating about 425 when packed, as it was Saturday (10), is decoratively treated in pale yellow and black for sightly effect. A minimum of \$1.50 per, with drinks priced about double the rates at a

priced about double the Library barroom.
Frank Britton band is in for first 14 weeks. The band (New Acts) is the one Frank put together when splitting with his brother Milt after 26 years.

the one Frank pure saliting with his brother Milt after 26 years. Show consists of two acts, booked by National Agency here. Current Part of the Constant of t

1523 LOCUST

(PHILADELPHIA)

(PHILADELPHIA)

Philadelphia, Oct. 9.

Veteran among the town's growing list of smaller spots, this one violates a long-standing rule of this smale interior in the standing rule of this smale niterior have short lives. Starting before repeal, place has steadily grown and galned popularity.

Answer lies in management's keen sizing up of spot's particular probe sizing up of spot's particular probe places on their own grounds.

Whole idea of, nitery carries out intimate, informal motif. Ike Beifel and Teeddy Lachman, partners, make visits place and never full to mix around, tables for greeting and occasionally setting one up on house.

Entertainment also follows intimate theory. Music is of quietering string instruments. It keeps things lively but doesn't drown conversation. Acts are all musical, generally running to softer brand of consults. Clinical string instruments. It keeps things lively but doesn't drown conversation. Acts are all musical, generally running to softer brand of consults. Clinical string instruments. It keeps things lively but doesn't sort with ducked contrally promiting to softer brand of consults. Clinical string in the consultation of the lengthy months or more not being rare.

Of current turns, Bubbles Shelby, peppy comedienne with swift ad lib knack and a way with humocous duck and a vary with humocous did consultation of the string of the str

Shows are outered meable, Layout is on two floors. Entire interior is paneled just as it was when place was swank residence. Wood fire inside the entrance is always going and lends coziness. Main room with bar, is on second floor rear. Place seats about 150. Hobe.

Maisonnette Russe, N. Y.

This is the 'Original Maisonnette Russe of Paris,' to give it the full billing—low or is in Maisonnette, presumably for tactical reasons—to distinguish. If from the M. R. in the Health of the Maison of the Control of the Maison of the Maison

MAYFAIR CASINO

softer.

Manny Prager okay as usual with his singing, although he should dig up some newer ditties. Billy Wilson also agreeable, despite crooning of the old school.

also agreeaue, uespice the old school of school school school holds the spot. He should sandwich in another one of his radio skits or do more ad-libbing, but he believes in leaving crowd hungry. Puts on two shows, first about 8:45, second around 1 a.m. Band carries on in dance sessions between.

Band carries on in dance sessions between.

Minimum of \$1 week-days and \$2.50 week-ends seems rather low, considering high caliber of entertainment. For the control of the

Lucy Monroe's Opera

Lucy Monroe sings in La Boheme at Eastman theatre, Rochester, on Oct. 23-24. Suzanne Fisher and Ar-mand Tokatyn are the other leads engaged for the opera. Last season Miss Monroe sang in Opera at St. Louis.

The THEATRE of the STARS

AL EXECUTIVE

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LUBIN SIDNEY H. PIERMONT

BOOKING MANAGER

Inside Stuff—Vaude

Gil-Nor, Ballimore nitery, has in its floor show Beverly Lee, songstress, billed as 'Major Bowes' Leap Year Girl.'
Last winter Miss Lee, who for years sang in small nite clubs here, went to New York and appeared on a Bowes 'amateur' program, and during her turn on period proposed to her 'boy friend' in Balto because he 'was 'fecling blue.' It was a stunt engineered by the vaudfiln Balto Hippodrome, which had a Bowes unit dated for the following week, and Miss Lee was bought right off the period (first time this gag was pulled by Bowes) for

resultant publicity.

The gent Miss Lee 'proposed' to, incidentally, had been her husband

New promotion twist is being worked in Philly by Frank Palumbo, whose Italian nitery-restaurant is center of South Philly night life and grabs plenty of banquet business. Prospective banquet customers are shown Illms of previous shindigs as safes persuasion. While ostensibly idea is to prove how much fun banqueters have, Palumbo always mentions casually that all parties of sort are filmed autostomers can subsequently see themselves in pix. Banquet business has jumped since innovation. Palumbo uses 10 mm. film, entire equipment Sof for holds thin \$84. Each banquet Illming costs \$3.69 for negative, plus \$6.00 mm. The contractive plus \$6.00 mm. T

Billy Jackson's **Nitery Baoking Exchange Idea**

Billy Jackson, vet RKO agent, is working on a talent exchange for the nite club field along the lines of the vaudeville booking offices, on a national scale. While niteries now exceed theaters in amount of plays exceed theaters in amount of plays because the placed on an organized booking basis. Jackson's aim is to be the first in the field. Associated with Jackson in the proposition, as Los Angeles and Coast rep, is Jack Saurin, who has opened offices out there. On the New York end with Jackson are Barney. Gillman, who books the Wivel, American Music Hall and other spots in the east, and Sanford Dickenson, club man. Firm will be called the Royal Circuit.

Jackson's aim is to start with a route of 10 weeks and build from there.

MISS AMERICA '36 PLUS 6 OTHER 'MISSES' AS ACT

Pittsburgh, Oct. 13.

Backed by: six "Misses' from key cities in east, Rose Veronica Coyle, 'Miss America of 1936' pulled out over week-end after dual engagement here at Alvin and Liberty for shot at night club work in Chi's Chee Paree, Among those set for her act is Bonnie Boyle, who represented Pittsburgh last month in Atlantic City beauty pageant.

Pittsburgh last month in Austruc City beauty pageant.

Act framed by Ruth Miller and George Tyson, to whom prize-winning beauty is under personal contract. He directed Showman's Jubilee this summer at seashore on leave of absence from his managerial duties at Alvin.

Oriental's Units

Chicago, Oct. 13.

Lou Lipstone, booking manager of Balaban & Katz, has set a scries of three units for the Oriental, starting Oct. 23. with the Sinclair Minstrels show from NBC. On Oct. 30 comes the Marcus unit, followed Nov. 6-by the Leon Errol unit.

Dave Apollon unit plays the Chicago, Oct. 30. Chicago, Oct. 13.

McCaffrey's 'Leave

Cleveland, Oct. 13.

Strife in the local stage hands under resulted in ousting of Manus W. McCaffrey as business agent, a berth he has held for 11 years.

He is being given a three months 'leave of absence' while staying on

ANOTHER FOR AUSTRALIA

Augmenting the list of Americans now playing in Australia, Harry Carlton and Pauline Chappelle. dancers, sailed from San Francisco Oct. 13.

They're hooked in Sydnau and

They're booked in Sydney and Melbourne.

Saranac Lake By Happy Benway

Dr. George Wilson, NVA medico. back from the world serles. Garry Sidgreaves, Brooklyn manager, back to the lodge after a second-degree siege of the 'rib' op. James Haggney, ex-legit field many with that before up here for so Sorianae Sporis Ass'n, His frau was NVA see'y for vears.

Sec'y for years.
Saranae's 15 nite clubs have dwindled down to three. Summer tourists leaving caused the big floppo.

Label

London, Oct. 4.
William Morris, Jr., stood in
the lobby of the Victoria Palace during intermission of the
first night of Kurt Robitschek's
new show, talking to a friend.
The stood of the stood of the
former passed him without
seeing him.

1 bet that guy owes our office some commission, cracked
junior.

VAUDE'S OLD TIMERS HONORED IN FRISCO

San Francisco, Oct. 13.

San Francisco, Oct. 13.

More than 40 former vaudeville actors and actresses, the majority over 70 years old, and all of whom appeared on Orpheum bills here, were guests of honor during the Golden Jubilee celebration of vaudeville at the Columbia 1ast week.

Among those present were Cho Cho, vaudeville and the Circus clown, now 84; Aturo and Elvira Espinosa, Georre Webster of Grady, and Webste

now 84; Aturo and Elvira Espinosa, George Webster of Grady, and Webster; Basco of Basco and Roberts, George Harrison, clog dancer; George Morimer, manager of Sutton's Uncle Tom's Cabir éompany in the early 80%; Walter Belasco, Devines, and the office of the company of the com

Professional Kids Air Show

ssional youngsters will be only entertainers used on the 'Sally and Sam's Gang' program, which starts this week over WNEW. Announced intention is to use only professional children, between three and 15 who have been in pictures, radio, in vaudeville or in stage reviews or other professional shows. views or other professional shows.
Gladys Spence. former program
director of WAAT, and Eddie Dowling (not of stage fame), are staging
the program which airs three times
weekly at 7:15 p. m. They are the
Sally and Sam of the broadcast.

Dancer on Trial for Murder in Michigan

Detroit, Oct. 13.

Betty Baker, 31, dancer, goes on trial late this month for the murder of a boarder, Clarence E. Schneider, in Ann Arbor, Itich. Miss Baker pleaded not guilty at arraignment week. hneider was shot to death dur-

ing an auto ride with Miss Baker Attorneys plan to enter plea of in-

ARMSTRONG'S WATCH OUT

Baltimore, Oct. 13. Batimore, Oct. 13.

Before leaving Bailo after completing a week at the Negro vaudfilmer, Royal, Louis Armstrong notified police that his gold wrist watch
was taken from his-dressing room
while he was on stage doing final
performance of engagement Thursday night (8).

Time-piece hand leader said is

performance of engagement day night (8).

Time-piece, band leader said, is

FRISCO TOP NITERY CITY PER CAPITA WITH 1,252 SPOTS OF ALL GRADES

ONE YEAR LATER Casa Loma Back at B'way Par for Anni of Policy It Inaugurated

Casa Loma orchestra, which in-augurated the pit band policy at the New York Paramount last Christ-mas, will help celebrate first an-niversary of this type of stage show at the house, with a repeat. Band goes in for the Xmas-New Year's week. When it started the policy the Casa Loma crew stayed at the house for four weeks.

Rudy Valice's band goes into the Par following Clyde Lucas' aggregation, which opens Wednesday (21) and may stay for two weeks.

DANCE TEAM PINCHED ON MORALS CHARGE

Milwaukee, Oct. 13. Henriques and Adrienne, dance team, were arrested and failed here riques' wife, Blanche, Police booked them on a morals charge and they were held for several nights until

released on bond. Mrs. Henriques, who lives in Nev York, recently got a job as a chorus girl and danced her way to Chicago, a short jump from the Beer City. A conference with the Milwaukee dis-

trict attorney resulted in a surprise visit to the team's living quarters in a downtown hotel Adrienne told police her real name is Mary Conkle.

Indict Benny Greenberg On Registration Charge St. Louis, Oct. 13:

Benny Greenberg, proprietor of West End, nitery, under indictment for making a false affiliativi in con-nection with recent registration, pleaded not guilty to charge last week and case was set for trial Wed-nesday (28). He is in \$2,500 bail. Since indictment Greenberg has withdrawn from local boxing pro-motion field.

Rio Nitery Biz Okay

Rio de Janeiro, Oct. 1.

Casino da Urca nitery is still packing them in, in spite of the fact that the winter season for the Argentines is about over and many are folding up the umbrellas or Copacabana beach and passaging homeward.

ward.

Copacabana Grill Room and Atlantico Casino are not doing so well.
Floor shows there are not so good, which is the answer.

Urea standard is much higher, although all three niteries depend mainly on Broadway talent.

Both Sides Stand Firm in Philly Music Strife; Picketing WB Houses

Philadelphia, Oct. 13.
No progress in sight in struggle between local musicians' union and Warner Bros. over house bands in vaudeville theatres. Despite intervention of Frank Felt, WB's New York Jabor man, no discussions have been held between onposing graums.

Saranae's 15 nite clubs have dwindled down to three. Summer tourists leaving caused the big flooppo. Indoor circus put on here by local lodge is laugh of seasofi, over 50 llocals taking part, all doing clown bits. But medico's won't let the control of the contr

meeting some time next week at Academy of Music or Broadwood hotel-to-enlist-public sympathy for union cause. Trying to have Leopold Stokowski batton symph orchestia for the affair.

Stokowski was scheduled to do personal appearance Priday (9), at the Stanley of popularity of Par's Big Broadcast of groups in the Stanley of the Stanley

pective preview party planned by the conductor for men of Philadel-phia Orchestra. Union would not allow men to appear in any Walhouse.

Union's troubles with niteries men to appear in any Warner

radio stations also remain in stale-mate. Tomei said last night (12) he expected deal with WFIL to be set expected deal with write to be set this week, but station exces claim 'not' a chance.' That station and WCAU' are holding out. Peace pacts have been set with KYW, WIP, WDAS and others.

Majority Using Entertainment and Doing Best Biz Since 1929-Tourist Trade Heavy-Town Had Less Than 500 Cabarets Pre-Prohibition

San Francisco, Oct. 13. San Francisco, Oct. 13.

With the reopening of the Kalua Club, one of the swantiest of the smaller joy spots here, San Francisco has 1.252 niteries, which is believed to be more than any other city in the world per ccpita. Hollywood and Los Angeles together have 769 nite spots. Even before prohibition, this town had less than 500 spots selling hard liquor. Rex Gliss is the new operator of the Kalua, which folded about seven months ago. It was formerly managed by a knitting mill.
Nite spots here are enjoying their

Nite spots here are enjoying their est year since 1929. Checks are Nite spots here are enjoying their best year since 1929. Checks are running larger in practically all of the dine and danceries, only a few of which have had to fold on ac-count of poor biz. Majority of these places are using some kind of live entertainment, ranging from single instrumentalists in the beer joint of elaborate floor shows in the swanks

instrumentalists in the beer joins to elaborate floor shows in the swankier spots.

A great tourist city at all times, Frisco has set a new high this year for conventions and tourist trade, but the niteries were coming right along before the out-of-towners started flocking in. Many of the sighteers have been coming right along before the out-of-towners started flocking in. Many of the sighteers have been come considered a qualification of the spans having been accounted through the efforts of Californians, Inc. Percentage of rooms rented in hotels, of which there is a record number for a city this size, also is the best since the stock market crash.

Within a radius of four blocks in the downtown district there are close to 50 nite spots. In another section, in North Beach, there are 16 establishments peddling liquor and food within one block.

Frank Martinelli, who with Tom Gerun operates the Bal Tabatin, one fact that oustomers are dean indication of the top nite clubs, points to find the trade wants only standard brands and is willing to pay fancy prices for them. Liquor is considerably cheaper than it was a year ago, but most of the spots are serving a better quality of gingle water. Even after prohibition went out of existence, many nite club patrons brought their own liquor. This practice is a thing of the past now, says Martinelli.

Most of the clubs are going in for more expensive floor shows, in con-trast to the cheapness and nudity which were the rage for a while.

Mark Hopkins! High

Mark Hopkins' High
Books at the Mark Hopkins show
the current year to be the best at
the Nob Hill hostelry since 1928,
with 1936 comparing with some of
the top years before the depresh.
The Mark also has been fortunate in
having three bands which were exceptional draws. Peacock Court had
Henry King for a greater part of the
summer. Xavier Cugat's, proved to
be one of the most popular ever to
play at this hotel. At first the Mark
was afraid that Cugat's group would
be considered strictly a tango and
rumba band, but the natives discovered otherwise. Griff Williams,
a local boy who has always brought
good biz to the hotel, is in for five
months.

During the past few months the

During the past few months the eacock Court has had two high-Peacock Court has had two high-priced daince teams in Veloz and Yo-landa and Georges and Jalna. The hotel prefers four outstanding acis a year, with nothing between, to filling in with mediocre acts. The Mark's big problem is to get these acts, most of which stay in New York. Occasionally some of them are picked up when they go to Hol-lywood for pictures.

Hotels are having stronger competish, than ever before with the opening of the ritzy new \$250,000 Persian Room at the Sir Francis Drake. The Palace, St. Francis, Mark Hopkins and Sir Francis Drake now give the city four first class hotel dance rooms.

hotel dance rooms.

The Pairmont's Circus Lounge has become one of the most successful cocktail rooms on the Cost. For a whole year Jane Rogers provided the only entertainment in it. When she went east, the Fairmont brought in the Avalons, who left for Hollywood several weeks ago to make a victure for Hal Roach. picture for Hal Roach.

The Palace is spending plenty of dough in dolling up the Rose Room, which will open in a few weeks with Bernie Cummins' ork. Sterling ment extended several times during the summer months, which saw swell trade at this Market street spot. Young left the first of Octo-ber for the Beverly-Wilshire in Hol-lywood.

Nitery Doings

Teri Josefovitz's 'hunt breakfast' at the Hotel Lombardy, N.Y., Sundays, noon to 4 p.m., have resumed, Composer - entertainer at this 'brunch' spot has a new piano work, Bagatelle,' which Robbins is publisher.

New York nite club advertising and press men will be interested in the influence of their ad styles on the hinterland newspapers. In other levys where the nite life is important, the local papers' ad copy seems frankly patterned after the typography of the N.Y. ad copy.

Armando Zenri, Chilean journal-Armando Zerri, Chilean Journal, ist-nitery entreprencur, opened his new, enlarged Cafe Latino in Green-wich Village last week.

Babs La Val; dencer, sailed for is London under contract to Erich Wollheim, partner of Clifford

Rex Evans is new emece at the all cafe, Hollywood.

Alf Balles, formerly with Topsy's Inn and the Gay 90s in L. A., has switched to Pumpkin Inn as m.c.

S. L.'s One and Only

Salt Lake City. Oct. 13.
Salt Lake City. Oct. 13.
Salt Lake City's only nitery,
Louvre, premiered Friday (9), with
25c. cover charge. Music by Woodbury's-band.
Snof is a cover.

Spot is located in basement of New Semioh hotel in heart of town. It

DIAMOND BOOKS DET. UPTOWN OUT OF CHI

Chicago, Oct. 13.
Billy Diamond office will book the
Downtown, Detroit, which returns
to indie vaude operation Friday (16).
It will be handled on Dick Hoffman's book. Joe Cavanaugh, trustee for the receivers. -- Clem Pope, man-ager, were in town to set the booking arrangement.

Uptown will start with straight vande show; five acts at approximate

Erroll Unit East

Leon Erroll's new unit starts working its way east with a date at the Oriental, Chicago, week of Nov.

Function & Marco produced and agenting.

Guido's Cote D'Azur

Guido, who last season operated Mommouth Country Ciub on the New Jersey shore, is opening a new club on the site formerly occupied by the Embassy Club and the Place DOpera, on East 57th street, N.Y. Will open Oct. 30, as Cote D'Azur.

Tosser Turns Crooner

Baltimore, Oct. 13.

Bobby Vernon, formerly of the Stone and "ernon adagio act that was standard for years in vaude, has discarded tossing for singing. Vernon joined east of 'The Great Waltz,' current here, and is singing.

Fed. Taxes Show 25% Increase in Nite Club Checks for '36 Over '35

VARIETY

Washington, Oct. 13.
Continued pick-up in dine-and-dance business, boosted by repeal and general economic advancement, litted the Federal government's revenues from amusement tax'on nitery checks by 25% during the fiscal year 1936.

checks stoll almost the fiscal year 1986.

Revealing stronger demand for music and siggle-water, Treasury Department Friday (9) announced government's share of patrons' outlay for food and entertainment was \$1,338,935. This was a jump of \$385,136 over the year ended June 30, 1935, and a boost of \$744,026 over 1934, first year reflecting economic effect of liquor's return.

With collections from tax on roof garden, cabarets and nite clubs gaining, in 40 of the nation's 55 revenue districts, flaguers showed, substantial increase in business in most metropolitan areas. New York and Los Angeles showed sensational rises, although declining Chicago patronage was suggested by the Illinois report. York district, evering the Times Square sector, jumped \$165,702, to a new peak of \$444,720, while the sixth California district, embracing Los Angeles and Hollywood, registered a rise of \$71,173 to a total of \$156,075. The first Illinois district, in which Chicago is situated, showed a drop of \$23,462 to \$150,340.

. Minor Decreases

Minor Decreases

Declines were of minor significance, being coffined mostly to agricultural states. Stiffest drop was in Idaho, where 1936 collections agregated 80c against \$141\$ the previous year. Four states which kickel in less than \$150 in 1936 dropped out of the paying class altogether. They were New Mexico, North Carolina, North Dakota and South Carolina. This was more than offset by reentry of Kansas, Mississippi and New Hampshire, contributing \$158 to the list of fax-paying states. list of tax-paying states. Last year the government

list of fax-paying states.

Last year the government collected more than \$100,000 from each of three states on night club trade. New York payments were \$570,814; Illinois, \$150,524; California, \$202,650.

Phil Amigone's

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50 YEARS AGO

Gen. Lew Wallace, who wrote Ben Hur, on the lecture platform with The Turk, Turkey and Glimpses of the Harem. Had been Minister to Turkey. Doing well.

Playing at regular prices, Edwin Booth did \$25,000 on seven perform-ances in Chicago. On top of that ticket specs took in plenty, too.

John T. Sullivan broke a rib on the stage in Chicago. Fell into an armchair too heavily and cracked the bone. Went right on playing.

Chicago chorus girl was suing the Casino because she had been fired for not wearing tights. Had been promised when engaged she would not have to, but the man-agement changed. Compromised on \$25.

Janauschek was making a fare-well appearance. That was 20 years before she scored her hit in The Great Diamond Robbery.' Farewells were just a gag.

English musical 'The Commodore' at the Casino, Voted the world's worst. Violet Cameron got top billing, but no star.

Business on the road was getting better, but the list of closing com-panies was usually long for so early in the season. Viola 'Allen was among the homeward bound.

Actors' Fund to ask all members to give a small percentage of their salaries on a day to be named. To swell the funds.

The Earl of Lonsdale, who was manager for Violet Cameron, sued in N. Y. by Miss Cameron's husband who wanted a divorce on statutory grounds,

Wilson Barrett opened at the Star, N. Y., in 'Claudian.' English actor and not suffered from the usual overbooming and was well received.

N. Y. manager asked the Treasury Department to admit duty free some electrical apparatus to be used in a play. Treasury refused to regard the theatre as coming within the classification of 'an institution incorporated for philosophical, scientific or interary purposes,' and the house had to pay duty.

Georgia Cayvan shifted from 'The Wall Street Bandit' to 'A Daughter of Ireland.' Wanted to stay in town all season. Later on was the main-stay of the Lyceum stock co.

'Dorothy,' comic opera by Stephenson and Cellier, was given its London premiere, Lillian Russell sang the title role for Duff on this side later on, but no knockout.

Second night of a flop in Sandusky had 33 people in the house. That in-cluded the troupe and the house

Ft. Wayne papers objected to scantiness of 'Evangeline' costumes and business fell off.

Norwood-Kelly Split

Agency partnership of Harry Nor-ood and Matt Kelly has been

abrogated.
Norwood has teamed with Irma
Marwick.

Film Reviews

(Continued from page 15)

Man Who Lived Twice

Man Who Lived Twice overheaving this, calls upon the doctor and induces such an operation on himself. Suffering a total 'nyie of memory as to his past, the muclarer grows up to become a famous doctor. Ralph Bellamy plays Silok Rawley and James Blake. As the former he is a wicked-looking enemy of society, with some facial surgery to hide his criminal identity, performed when criminal identity, performed when some properties of the properties

BULLDOG EDITION

Republic release of Nat Levine produc-tion. Features Ray Walker. Evalyn Knapo nad Regis Toomey. Directed by Charles from Back in Circuiation, by Danny Ahearn; camera, Jack Marta. At Strand, Brooklyn, week Oct. 8, '80, on double blil. Running time, 97 mins.

ken Dwyer	Hay	waiker
Randy	Evalyn	Knapp
Tardy	Regle 7	'oomey
inright	Cv F	Cendall
Charlle Hunter	.Billy	Newell
aggart	Oscar	Aprel
Billie	Betty Co	mpaon
Cvans	bert W	arwick
ohnson	Ivan	Miller
faxle	Matty	Fain
danilla	. George	Lloyd
Bertie	Ruth (3mette
ludge	Ed. La	Saint

'Bulldog Edition' is a rugged mix ture of the Fourth Estate and old type gangsterism. It will prove ex-citing entertainment for many double bills. Despite at least three natural bits of strong acting and some neat megging, film does not possess enough marquee strength to

possess enough marquee strength to attract on its own.
Picture offers the means of bringing back, under favorable set-up, two old favorites—Evalyn Knapp—and Regis Toomey. Of the two, Miss Knapp makes the more favorable impression. Ray Walker chips in with the little worthwhile trouping the control of the

keeping. the pages, anatomiters, the entire the pages of the pages, and the pages of the pages o

Le Roman D'un Tricheur

("The Story of a Trickster")
(FRENCH MADE)

Tobis release of Class production. Write-ten and disease of Class production. Write-ten and disease of Class production. Write-ten and disease of Class production. Write-ten and Class production of Class of Class A Marigan Theetire, Paris, Running times, Cast: Necha Gultry, Inequeline Delubre, Serga Grave, Hosino Devant, Margurette Moreno, Eliniro Vautier, Pierre Assy, Predigt, Pauline Carton, Predel,

(In French)

Topped by the most popular male actor in France and produced with an entirely different angle from the ordinary film, this picture is headed

for success in France, And it should go well abroad al 3, if a native speaking voice can be found to re-place that of Sacha Guitry's.

speaging voice can be toom to replace that of Sachar Guitry.

Guitry, and it is Sacha Guitry and more Sacha Guitry throughout has more Sacha Guitry throughout has been supported by the sachary of the s

Guitry saturates throughout.

As the grey-headed man he sits down on a cafe terrace in a small provincial town to write the story of his life. From that moment on silent actors on the screen enact the incidents of his life as his voice relates them to the audience.

them to the audience.

Serge Grave takes Guitry through
boyhood after losing his father,
whother, brothers and sisters at an
early age because they ate poisonous
mushrooms, of which he is deprived
because he took six sous from the
family delicatessen cashbox. He goes
to live with relatives but runs away
to become a beliboy.

to become a bellboy.

Plerre Assy then takes Sacha
through his military service and the
war and Monte Carlo, where he finds
a job as an elevator operator. Guitry
himself takes over then to have one
little fining with Rosine-Derean as his
mistress but leaves her to become a
croupler at Monte Carlo when he
learns give is a "d, nowel thief.

Plearns give is a "d, nowel thief.

learns she is a signed their. He then ma. Jacqueline Delubac because she as constant winner at his table, but divorces her because she loses constantly after their honeymoon. The she was she loses constantly after their honeymoon and crooked gambler at easinos throughout the country. Guitry adds interest to this phase by effectively appearing in seven different disguises, acting each of them well.

90 Minuten Aufenthalt

(GERMAN MADE

Berlin, Oct. 2.

(In German)

(In German)
Typical Harry Piel adventure thriller and compact sensational stuff that appeals to the lowbrows. As usual, Harry Piel is the great hero in every walk of life.

Ever since Douglas Fairbanks Sr. invaded Germany, Harry Piel contended that this type of film is what the public wards. In consequence, he has gone the limit in producing plenty excitement by way of a long drawn-out wrestling match with a panther and, in addition, throws in a head-on collision of two cars.

15 YEARS AGO

(From VARIETY and Clipper)

Ned Wayburn show hung up in Boston. Working crew went to Ed Wynn show and a new crew could not be brought in until the old crew had been paid. No morey with which to pay them, which was why they had quit, so show folded. Equity and Actors' Fund helped the actors home.

N. Y. Society for Suppression of Vice campaigning against immoral shows and threatening to put some-

George M, Cohan planning to go to England and produce there. He was off home shows on account of

Dramatic show losses had been more than a million since season opened. Predicted box office would have to cut to get 'em in.

John Steele headlining at the N. Y. Palace, with Jerry Jarnigan as his pianist. VARERY thought he held the stage too long. Sang eight songs. Bill included the Four Mortons, Sam, Kitty, Martha and Joe.

El Brendel and Flo Burt were heading an 11-person revue on the Shubert time. Mostly then old act with girl line.

Baby Marie Osborne, the Shirley Temple of her day, did a personal at the Rialto. A nosedive.

Peerless Booking Office, picking films for Keith, Proctor and Moss, discussing a broadened scope to give it 800 playing days and virtual dic-tatorship. B. S. Moss, though in, didn't think much of the idea. He was right.

William Fox put \$500,000 into the Shubert vaudeville venture and merged with his circuit, Gave 21 weeks.

Keith Booking Office handing out two-year contracts to plenty of acts. Called for 35 weeks annually, of which 20 to be at full salary.

Shuberts cancelled 43 road shows on the one-night stands. Had 18 left.

Minority stockholders in the New York theatre protested the sale to the Sencea Co. as under-valued. Court of Appeals upheld a lower court decision in their favor. Kickers were A. L. Erlanger, estate of S. F. Nixon Nirdlinger and estate of Wil-lam Harris. Seneca Co., meaning Paramount, had to up valutation.

Smith and Dale being sued by the Shuberts for alleged contract breach. Had jumped to the Keith office.



SPIKE

(BILLY HARRISON)
Comedy Sensation This Year in
South America
Los Angeles
Toyac Cartennial

Lillian BERNARD and Flo HENRIE

The Female Van and Schenck 8th Consernity Month In One Block Now CLUB ALABAM, Chicago

Marque and Marquette

CASINO DE PARIS, PARIS

Music Corporation of America

MEET YOUR FAVORITE STAR OF STAGE AND SCREEN AT MIKE FRITZEL'S

CHEZ PAREE

611 Fairbanks

CHICA.GO

Variety Bills

NEXT WEEK (OCT. 16) THIS WEEK (OCT. 9)

Numerals in connection with bills below indicate opening day of show, whether full or split week

RKO

BOSTON RKO BA RKO Besten (15) Frontier Follies Ken Maynard Hudson Wondere Frank Gaby Reynolds & White (15)

Reynolds & White
(8)
Cuban Follies
Jansleys
Mitchell & Durant
CHICAGO
Palace (16)
Ann Sothern
Johnny, Perkins
Lucky Boys
Salaci Puppets

CLEVELAND

Palarce (16)

Malor Brocce Co
Virginia Bacon Co
Lacky Boys

Other Brocce
Locky Boys

Lohnny Perkins
Salici Phymeth
Salici Phymeth
Salici Phymeth
Falace (10)

Folio Parigleme
Fractor (15-17)

G Continuin Folio

Fractor (16-17)

Alejor Bowes Co

INDBANA FOLIS

Rio Bros

Leinning Levels

Folio Pro

Leinning Levels

Folio Pro

Cappy Bara En

Burns M & D

Loew

NEW YORK CITY State (16) Lucky Millinder Bd Pope & Loule Edith Wilson Chuck Richards Grand (16-19) Pablo Sid Marlon Funnyhonere

DeMay Moore & M WASHINGTON Capitol (16) Elida Ballet Al Trahan Tito Guiser Roye & Maye WATERBURY Foll (16) R Patterson's Co

DR. JULIAN SIEGEL

Paramount Blug., 15th Bway., Suite Telephone CHickering 4-5097

Paramount

NEW YORK CITY Paramount (14)
E Madriguera Co.
John Steelo
Maxine Grsy
Jerry Coe
Ray & Trent
Mogul

BOSTON BOSTON
Metropolitan (16)
Hal Kemp Orc
Samuels Bros
Molasses & Jan'arv
Massey & West'ners
Vanessi & Delimu

CHICAGO
Chicago (18)
Horace Heidt Ore
DETROIT
Michigan (18)
Je Storence
J. Loew's (18)
Hackstone
TEXAS
Faris (21 only)
Weaver Bron & E
Shee's Hipp (18)
Fats Waller Ore

Warner

READING
Astor (16)
Ina R Hitton Orc
Frank & P Trado
Marsje Palm
WASHINGTON
Egrie (16)

Red' Nichols Ora
Shea & Raymond

London

Trocadero Western Bros Linga Singh Gaston Palmer Esme Maurico

BRIXTON Astoria Harry Fryer Bd Tollefsen

Week of Oct. 12 FINSBURY PARK
Astoria
Billy Cotton Bd
STREATHAM
Astoria
Harry Freyer Bd
TOTTENHAM
COERT ROAD
Paramount

Antoo Bd 2 Linduers Bob Howard

Provincial

Week of Oct. 12

ABERDEEN
Tivoli
'Eve' Hyson & H
Albert Sandier 3.
Aif. Thomas
Walter Jackson

Maiter Jackson
ALDERAHOT
Hinpodrome
Billy Bennett
2 Lossies
J & J Ormonde
Lynch & Payne
Togo

Lynch & Fayne
Tore
ASHUNE
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BIRTH TO THE TORY
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GLOVERSTER
MOUDLE SERBITE
HOUSE SERBITE
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Harrison Vioys

KINGSTON

Hatel Esset House
N Brandewynne Or
Maxine Tappin
Dick Stone
Chaire Eujenio
Hatel Fifth Ave
P. Handelman Ore
Hotel Governor
Clinton AKWCASTI, E
Paramonet
'Dark Doings'
Velsida
S'kehips Johns'n
5 Ebenites II McDaniel's Ore Holel Lexington Ozzle Nelson Orc Shirley Lloyd

Fields & Rossini Archie Juvenile Bd PLYMOUTH Palace Turner Layton El Romana's Co Nicol & Murtin

3 Aberdonians Campbell & Wise SLOUGH Ritz Mexano's Bd Bennett & MacN Liptons Debs Van Dock

Bill Sterie
Hotel Park Central
Tic Toc Girls
Dick Messner Ore
Hotel Pennsylvanis
Benny Goodpan Ed
Bernhard & Grah'm
Helen Ward
Buiel Pierre
Shep Micids Ore
Paul Draper
Eddy Duckin Ore
Eddy Duckin Ore

Metel I'laza
Eddy Duchin Oro
De Marcos
Hotel Rossevelt
Guy Lombardo Oro
Holel Ritz-Carlion
Arman Vecsey Oro
Hotel Savay-I'laza

Cabarets

NEW YORK CITY

NEW Y.
Bill's Gny 30's
Jerry White
Joseph E. Roward
Arthur Bellim
Bill Lorrsine
Ed Furnan
Einei Glibert
Frank Russell
Bob Bigelow
Larry J.ee
Black Cat Hotel Lincoln Adele Girard Dick Stabile Orc. Holel McAlpin Enoch Light Ore Heth Wilson A Gonzales Ene Holel Montchilt Coral Islandera Iris Wayne An Green

Minck Cat
Amande Randolph
Jimmy Titomas
Maxie Armatrong
Amy Spencer
Edity Danlels
Dork Angele Ens
Lonny Simmons Ore
Club Gauche
Dimitri & Virgil
Cariotta Montez
Lite & Mengol
Marguerita-Cucto
Gloria Aivorceco
Radichos
Con Iris Wayne
Al Green
Ann Couriney
Ann Couriney
Clay Brysen
Happy Puwers
Charles Zuc
Hail Hone Ore
Entel New Yorker
Will Hollander Or
Frank Bessinger
Will Osborne Ore
Dick & D Rocers
A Randall Sis
Manya & Drigo
Bill Steele

Coq Rouge irwin Gilbert Tisdale 3

Cotton Club Bill Robinson Avis Andrews Berry Broe Kalogh Kaloah Henri Weesels Katherine Perry Henri Weesels
Katherine Perry
Anne Lewis
Dynamite Hooker
Tramp Bi
Whyte'e Manias
Broadway Jones
Wen Talbert's Chol
Bahama Dancere
Arthur Davy Ord.
Cab Calloway Oro

Jack Dempsey's Eddle Elkins Orc
El Chico
Delfina Vera
Mona Montes
Dolores & Candido
Rosita Rice
Les Havanerce
Don Alberto Orc
ABC Trio
El Morocco
Erne Hoist Orc
El Terredur
Les Giedac
Den Gilberto Orc

Tyber Art Shaw Ore

Holel Ambassuder Traubman & Adie Ramon Ranos Orc

Rotel Asior Vincent Lopez Ore Beauvel & Tova Fred Lowery Gloria Whitney Stonley Worth Robert Lyteli

Hotel Billmore

Russ Morgan Oro Ill:ano Hotel Commodare Mal Hallelt Orc Emily Van Loesch Paul Dule Paul Gordon Maurino & Nova Hotel Edison

Bubby Hayes Ore Gynsy Lee Ralph Torres Jane Daver Lau Valera

Hotel Essex Cons

Hotel Savoy-Pluz Dwight Flow Dwight Flow Hotel Shedton Hotel Shedton Bert Darcy Oro Hotel Shedton Bert Darcy Oro Hotel Shedton Galloodijonsky Labodijonsky Labodijonsky Nicholas Zorin Serge Nergey Catherine Grey Alex Bunchuk Ore Hotel St. Marila Mariume Harrist August
Joyce Coles
Gulda Zanette
Charlie Wright
Run Perry Ore
Hulel SI, Regis
(Mulsanette Russ Dun diberto Ore
French Casine
Folice D'Amour
Anne Lise
Billy Ardelty
Ballet Bodenwise
Barry & Beatrice
Bodyka Zilzer
Drenn Go
Cendia Glenn
Koubek
Mgnorcas
Ronn illecordo
Marin Tamara
Tanici
Miaccomia
Tyber

(Mulsemette Russoliga Vadina Charile Boris Belostozky George Ords Tasha Nazurenko Agues Roy Sultan Messako C'Codolban Orc

(Iridium Rosco Emil Coleman Or Mrs A C Forbes Hatel Tuft illekory Hot Mike Riley Ed Farley

Geo. Hall Ore Dally Dawn Hatel Vanderbill Eddle Lynn Dra Ed Farley
H'lyw'd Restaurant
Harry Richman
Jack Waldron
Iris Adrion
Nina Olivette
Murray & King
Edna Sedgewick
Joan Merrill
Jean Jacodia
Jaron Jaron Jacodia
Jaron Jacodia
Jaron J Hotel Walderl-Asteria Michael Zarin Ore Hugo Moriani Ore

Hetel Weylin Charile Wright Kretchma Kretchma
Slineon Karavneff
Dorla Bliva
Villena Gobrielle
Michael Michan
Nadla
A Sleyanovsky
Mischa

Mischa S Burtnovsky Nicholus Mattley Or La Miruge Sloria Grafton Harry Ros nilai Or Lu Ita

Consider Action Country (Costo)
Consider Asswell
Enrico & Novello
Cara Lama Orc

Guy fluis Henri Kea's Ore Joan Clark Shippy & Marie Colleen Geo De Corta Lew King

La Roc
Joseph Zatour Orc
Detty Brysht
Sid Tuscher
Hugo Pedullo
Eddie Dayls Orc
1 Dandies
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icew King Grand Terrace Heart Head son Harry's N. Y Chisnel Tex Morr'ssey Think the Mulo Yvette Bidde Frey Wanda Koy Docully Joansto Stanley Ogle Billy Meyers At Wagner Art Buetdey Lena & Faldle's
Eddie Davis
Zee-Zee
Jul-Lets
Keith Chrk
Ednis Errica
Joyee & Freddie
Delis Carroll
Rubhoy Legs WilHanis
Win Enginer's Gra
Sophistroles Fre
Man Parks Mon Park At Buckley Austin Mack Ore Austin Macs Ore III-lint Corn Al-belt Tonner & Abhott Wille Shore Dorothy Nay

Chick Endor Churlle Fritell Versatile 3 Cone Fasinck Ore Outs (10)

Onyx Club Stuff Smyth Rd Paradise Bert Fromman Vergina Vertill Julie Jenner Estelle & Laffey Jimmy Richerde J. & Nora Bell Marie Houls Joyce Duskin Janis Andre Dorothy May
Holel Bisomerk
(Walnot Rome)
Ted & Mary Taft
MeNullie Sis
Greichen Lee
Phil Levent Ore
Hatel Druke
(Silver Forest) Gladye Bentley

Edna Mre
Jay Freeman Orc
Place Elegante
internationalists (
Hill Farrell
Les Dazars Orc
Astathewe Grill
Johnny Hamp Or
Jayne Whitney
Ruilblue Reom
Ruilblue Keom
Chief Comez & Winona
Don Cunnings
All Bowling

Gladye Bentiev ReKaiser Williams O
Versailies
Benny Fields
Joe & Betty Idee
Gall Gall
Heenento Bd
Village Barn
Larry McMahon
Jült Mann Ore
Heenento Bd
Williage Barn
Larry McMahon
Jült Mann Ore
Heenen Biller
Ruskin & Norman
Wayne Kennon
Zob Carver Co
Vogue

Zeb Carver Co-Vogue Gordon Davis Mary Roan Jimmie Lee Kearns & Reed Yacht Club
Red McKenzie Bd
Nan Blackstone
Floria Vestoff
Henry Youngman
Johnny & Genrgo
Dolores McKuy

LOS ANGELES Jane Jones Little Club

Bull

Bruz Fleicher
Charles Morris
Heverly Wilsh
Ruth Robin
Lurry Lee Oro
Billimore Box

Don Cummings Al Bowlly Sydney Ross Evalyn Tyner Nano Radrigo Bd

Nano Radrigo I
Riviera
irene Bensley
Maurice & Cord
Barlo & Mann
külth Roark
Cardini
3 Wiles
Val Ernie Ore
Raiph Watkins

Suive

Little Club
Jane Jones
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Jeanne Kelleri
Kelleri
Charles Dourne
Omnr's Dourne
Judy Lane
Kathleen, Millor
Gsiante & Leonst
Kearney Walfon
Pacific Sunset C
Gypsy Glenn Billmore Bowl
Moore & Revel
Frosper & Maret
Ruth Durrell
Bliss, Lewis & Ast
Harry Foster
Red Harper
Trady Wood
6 Rhythm Rascale
Jimmy Giler Oro

Pacific Sunset Clui Gypsy Glenn Carmen Felt Millie Gray Tommie Jones Wayne Wise Orc Phlemar Judy Janie Eather Presemsn Bruno Weiss 3 Hudeon Matxger Gli Phil Harris Orc 6 Rhylmin American Muse Room Naouil Warner LaFayette & LaV Claude & C Stroud Ruth Petly Jimmy Blitick Ore Cafe Cusanava

Jimmy Bittlek Ore
Cafe Casansava
Cross & Dunn
Jack Williams
Hai 'Chansior Ore
Cafe de l'aree
Marlon Jackson
Carolyn Dyne
Harvey & Warner
Jack Clawson Ore
Cafe La Marse
Carl La Marse Phili Harris Orc
Parls Iun
The Debutantes
Margarita & Del Ric
Henry Monnet
Hugo Marchetti
Thora Matthulson
Doninic Colombo
Kimi Fugi
Yvonne St. Cluire
Roelta & J Moreno
Pete Contrelli Orc

Park Ave Boye
Stan Cisir Oro
Clover Club
Eddle Gavr
Maxine-Lewis
Bob Grant Oro
Coconnut Gro

orant Grove
Jan Garber Orc
Sanchie & Buckley
(lounge)
Les Pore
Bill Roberts

Pete Contrell Or Plrrone's Murray Peck Bonnie Lind Wylfe Walih Ore Seven Seas Lily Gibeon Charita Aiden Lonnie McIntire Tojiny's
Pat O'Shea
Bernice Tarringtor
Betty Case
Emily Winsette
Arnold Sis
Leons. Rice
Agnes Johnson
Bob Lightner Orc
Trocadero
Phil Ohman Orc
Georgie Tapps
U-Gene's
Barbers Back Toury's El Mirado El Mirador
Evelyn Beryl
Gagnon & Brught'n
J Cappe & Knight
Tiny Hogan
Jack Gardner
Esquire Club
Mary Jupton
G Rennie & P Riat
Debutantes Orc

Famous Hoor Sylvesier Scott Frances Fav Candy & Caco Tommy Riley Barbara Back

CHICAGO

Biackbawk some New York of the State of t Hotel Edgewater Bench (Marine Room)

Geo Olsen Orc Edith Caldweil Leighton Noble Rodrigo & Francin Chae Carrer Harriett Smith's Gi

Harriett Smith's G
Hotel Lasalie
(Bue Fountain
Room)
Bob McGrew Ore
Hotel Murrham
(Terrace Room)
J & E Torrence
Ted Flo-Rito
Jania Williams
Jazzy Marcellina
Staniey Hickman
3 Debutante
Titan 3

3. Debutanter
Itian 3
Hotel Pater Humi.
Hotel Pater Humi.
Little Jack Little
Raoul & Eva Reye
Sander Glane
Letter Cule
Jack Withron
Abbut Janacera
Golder Humine
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Yacht Club Facht Clab Keller Sis & L Johnny Wells June St. Clair Mickey Braviz Paul Olsen Nino Rinaldo Oce 885 Cinh

PHILADELPHIA

Elsine & Harry
Alice Roberts
March & Dressel
Barburd Roberts
Adele Lake
Mirrat Room Dolls
Open Door Cafe
George Scottl
Dolly Parkler
(teorge & Eloise,
Victor Hugo Ore
Ritz-Carlton

Victor Hugo Urc
Ritz-Carlton
(Crystul Room)
Van Levis Orc
Roof Plerre
Pat Sheviln Orc
Bill Burcaw
3 Jocks
Virginia Lee
Lorene Rhoda
Sunsom Huuse
Irwin Leonard Ort
Gilyor Luke Inn
(Cleinenton)
Muffe & Gray

(Clementon)
Muffa & Gray
Ethel 'Allis
Barbara Belimore
Beth Challis
Mickey Fumiliant Or
1214 Spruce

1214 Spruce
Freddie Pareiss Or
3 Racket Cheers
Jimmy Blake
Jean Dell
Lee Bartell
Melba Beaudraux

20th Ceat'ry Trive

Both Ceatry Trivel
Bothby Bernard
Ozzle Wells
Bill Balley
Troy & Gretchen
Ozzle Wells
Elinore Sten Orc
3 Enquires

3 Esquires
Ubangi Club
Frankle Fairfax
Johny Hudgins
Donne Lyons
NcLine & Ross
Ida Junes
Mack & Mack
Sonia

Sonia
3 Drifters
Alberia Pryme
Milton Murdoc

Weber's Hafb

Ancherage Inn Olive White Arcadla Int'l Wayne King Oro Betty Kean Varuons Midred Monson Cassandra Anthony Geonetti

Meyer Davis Orc Ben Franklin Hoi-(Georgian Room) Mao Juffe Oro

Mio Juffe Oro
Benny the Bum's
Joe Tobin
Isabelle Rook
Dotly Mollinson
3 Octaves
Calony Club
Don Nielnols 4
Saily Winston
Lila Guines
Jot Spierling
Joan Hape
Helen Henton
George Clifford

Embassy Club Jerry Blanchsrd Alarian Bergeron Fuller Sis Warwick Sis Ann Stophens Hot Peppers 3 Ambussadors

3 Ambussadors
1523 Locust
3 Kings
Bubbles Shelby
Florence Hallman
Grace Manners
Farrier Sis
Grace Briscomb
Ann Rush
Little Erny
A Horsman Civil

4 Horsemen Barney Zeems Nila Taylor n Club Frank Palumbo's
Jesse Altmiller
Hen Ferry
Vaidez & Peggy
Mitzi Groff
Janny & Day
Barbleri & Carlita
Charlie Wilson

More Adophia (Cafe Marguery) Vincent Rizzo Ore Haroid Knicht Ore Violet Lave Vincent Rizzo Ore Violet Lave Vincent Rizzo Ann Signan Stanley Field Agnes Tolle Agnes Tolle Jean McCauley Doniti Kurel & Alean Sevan Fontaine Hotel Filladelphian (Mierer Koom) Bob Oakley

Louis Cleamden Ore
R'this Cleam and the Ore
R'this Cleam and the Cleam
S Flying Whirls
Felicla Shaw
Rose Kirk
Marino & Mona
Bob Alien
Gregory Quinn
Carmen d'Antonio
Elia Harts ny
Joe Romono
Varittown Taxern Yorktown Tavern Eili Bilger Oro

Studio Placements

(Continued from page 25) Continued from page 25)
nelli, Erik Rhodes, Frank M. Thomas, Alicen Pringle, Wilfred Incas, Francis MacDonald, Lita Chevret, Criminal Lawyer, RAO.
Herbert Ashley, Lillian Kemble Cooper, Lionel Pape, 'Ready, Willing and Able,' WB.

Ralph Dunn, 'Penrod and Sam,'

Dick Wessel, Wedgewood Nowell, Pat Flaherty Joseph Sawyer, Frank Faylern, Marc Lawrence, 'San Quen-tin,' WB.

tin. WB.

Eric Blore. Diana Gibson. Ray
Mayer, Harry Jans, Frank M. Thomas, Alan Curtis, They. Wanted to
Marry, RKO.
Sherwood Balley. Clifford Severn,
Ann Howard, Helen Westcott, 'Quality Street,' RKO.

Joseph Santley directing, 'Conven-tion in Cuba,' RKO.

Gertrude Purcell scripting 'Sere-nade of the Seine,' RKO. P. J. Wolfson, screen play, 'Moth-r Carey's Chickens,' RKO. William J. Llppman, screen play, Take It Easy, RKO. Frank Wead, John Twist, screen-play, 'Coast Patrol,' RKO.

Elsteth Dudgeon, Lionel Pape, Olaf Hytten, Harry Stubbs, 'Camille,'

MG.
Clarence Kolb, Charles Arnt, John
T. Murray, Norman Willis, A'a but
Houseman, John Kelly, Bob Muophy,
Guy Usher, Jim Blain, Marion Shelton, Jimmy Blair, Joe Caites, Joe
Phillips, Muggsle Taylor, Jimmy
Brewster, Lew Harvey, Edith Kingdon, Lucile Ward, Jim Farlye, 'After
the Thin Man,' MG.

Lester Allen, Eadie Adams, 'Love on the Run,' MG. Joseph Calleia, 'Man of the Peo-ple,' MG.

Joseph Calleia, Man of the People, M.G.
Guy Bates Post, Dermott Quinn,
Byron Russell, Montague Love, Neil
Flüggerald, Parnell, M.G.
Donald Briggs, Henry & Inna,
Francis X. Bodhman, Jr., Captains
Courageouts M.Joe Sherman directing, untitled short, M.G.
Michael Fessier, Lawrence Kimball, screen play, Bring on the
World, M.G.
Barlowe Barland, Alexander Cross,
Harold Webster, Jed Proutty, Charles
Arnt, John Spacey, College Hollday,
Farther M. M. Charles Prouts Lower
Land Control of the Control of the Control of the Control
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Control of the Control
Contr

Arnt, John Spacey, College Holiday, it Far.

Clarence Kolb, John Power, James C Marcus, Jack Deery, Clive Morgan, H Stanley Fields, Friscilla Moran, it Farley Fields, Friscilla Moran, it Farley Fields, Friscilla Moran, it Farley Fields, Sidney Blackmer, a Bett Roach; Richard Wallace directing Ing. 'A Man and a Woman, 'Par. Billy Lee, Charlene Wyatt, 'Arinzona Mahoney, 'Par. 'Charles Vidor directing 'A Doctor's Diary, 'Bufferry Myers, creenlay, 'It Happend in Paradise,' Par. C Lawrence Pohle scripting 'A Lowellike That,' RKO.

Maxwell-G-B

(Continued on page 5)

tween Maxwell and the Osmade between Maxwell and the Ostrers, and has asked for a copy of it, but thus far has not received it. He added that he has been assured sale of the Ostrer shares is dependent on the sale of not less than one-half of the yoting shares held by 20th-Fox and that, thus far, control has not assed. Kent added, When I know more I

shall be in a position to discuss it all fully with my corporation and with counsel and then decide whether our

small we me procession and with counsel and then decide whether our rights have been infringed and what our course will be.

Maxwell says he has no fear that the transaction can be stopped by legal proceedings and that, in entering into this agreement, both he and the Ostrers have had high legal opinion that the deal does not in any way intringe on the rights of 20th-Fox. Suggestion was made to an inportant official involved that the sale might not infringe on 20th-Fox holdings, which would permit Maxwell and the Ostrers to form their aliance without ever consummating a sale for the voting shares. This would let 20th-Fox out, it was thought, because it did away with the legal interpretation of the 20th-Fox deal with Gaumont-British, by which the latter cannot sell without consulting the American company. Opinion of Twenteth-Fox exects on the consulting the American company. Opinion of twenteth-Fox is that the action is the consulting the American company. Opinion of the form of the consulting the American company. Opinion of the form of the consulting the American company, opinion of the form of the consulting the American company opinion of the form of the consulting the American company opinion of the form of the consulting the American company opinion of the form of the consulting the American company opinion of the form of the form of the consulting the American company opinion of the form of th

intent, in such a case, would not in a strong basis for litigation and, besides, 20th-Fox owns no non-voling. The strong basis for litigation and, besides, 20th-Fox owns no non-voling. Meantime, shrewd professional agitators are buying small blocks of stock in the open market with the intention of creating disturbances at the forthcoming annual Gaumont-British meeting, already overdue. Meeting is to be held today (13) to elect Maxwell to the board and a number of strong objections to such an action are expected.

Close observers of the situation here are of the opinion that, despited and the strong objections to such an action are expected.

Close observers of the situation here are of the opinion that, despited and a number of the opinion that, despited are opinion that, despited are opinion that, despited and a number of the opinion that, despited are opinion that, despited and a number of the opinion that, despited are opini

possible law suit, was known before the Maxwell negotiations were under way.

It had been known also that any disposal of control must comply with the provisions of the articles of sesociation of .GB, conditioning .the continued British direction of .the company.

This condition was the biggest obstacle in the Metro-Gaumont-20th Century deal, sponsored by Joseph M. Schenck. The Schenck deal was cold before he landed in America, on his return trip from abroad. It is said that the Osters cabled Schenck to this effect while Schenck was en route from London to New York.

The Ostrer shares so far purchased

ork. The Ostrer shares so far purchased The Ustrer snares so lar purchased by Maxwell are non-voting shares in Metropolis & Bradford Trust, hold-ing company of 68% percent-of GB owned jointly by the Ostrers and 20th Century-Fox.

and the state of the control of Gument-British pis and to have been actuated through certain banking interests in London. The National Provincial Bank, bankers for Maxwell as well as the Osteres, is said to have been desirous of having Maxwell join the Gaumont situation for some time. The Maxwell as the object of the control of Gaumont for the old Fox Film some years ago, he paid approximately \$10,000,000 for it.

The Maxwell deal is the biggest of its kind since the Bill Fox transaction. Maxwell, through control of GB, would become the operating head of a chain of more than 600 theatres of the United Kingdom, and aggregately his Associated British chemas, including British International Fictures.

The combined organization would The combined organization would be organization would be completed the combined sessets.

Sets.

The combined organization would comprise a virtual monopoly in the British production and exhibition field.

MUSIC HALL, N.Y.

Pickford-Lasky's The Gay Desperado' (UA), current Radio City Music Hall feature, was the occasion for another of those W. G. Van Schmus shindigs after the premiere, in the penthouse apartment atop the Hall. With the flock of Hollywood-large in turn, when the distinguished.

Schmus shindigs after the premiere, in the penthouse abgartment atop, the Hall. With the flock of Hollywoodians in town, plus the distinguished fanfare of a Martini filmusical, the Hall's managing-director staged one of his periodic galas.

Hall's managing-director staged one of his periodic galas.

The production of October, is a fittingly seasonal presentation that's a bit too symbolic in the forepart but combines enough variety, in toto, to please. O'Cottor First moving day please of the present that the production of the forepart but combines enough variety, in toto, to please. O'Cottor First moving day Joseph Linz and Pem Davennort. The horizontal bar gymnasts, Gilbert Bros., highlight this first portion. The riee club and the Rockettes surround the Gilbert Bros., highlight this first portion. The riee club and the Rockettes surround the Gilbert Bros., highlight this first portion. The riee club and the Rockettes surround the Gilbert Bros., highlight this first portion. The riee club and the Rockettes surround the Gilbert Bros., highlight this first portion. The riee club and the Rockettes surround the Gilbert Bros., highlight this first portion. He had been a stage of the presentation of the first portion of the finase portion of Hallowe'en was aptive stronger click than everl. The seneral Barn Dance motif of the finase portion of Hallowe'en was aptive step and to the present the step of the finase portion of Hallowe'en was aptive stronger click than everl. The seneral Barn Dance motif of the finase portion of Hallowe'en was aptive stronger click than everl. The seneral Barn Dance motif of the finase portion of Hallowe'en was aptive stronger click than everl. The seneral Barn Dance motif of the finase portion of Hallowe'en was aptive stronger click than everl. The seneral Barn Dance motif of the finase portion of Hallowe'en was aptive stronger click than everl. The seneral Barn Dan

choir. Ene Rapee mestros the second and fourth movements of Tschaikowsky's Fourth Symphony, Richard Leibert at the console; the usual newsreel and a Pathe clin on the Harvard Tercentenary round out the show.

show.

Again the stage show, per se, evidences anew that the hits of the Music Hall presentations invariable the stage show that the stage show the stage of the

Abel.

ROXY, N.Y.

ROXY, N.Y.

On the screen it's Shirlev Temole in Dimpley (20th), and the stage that the same kindle of the same kindle of the same kindle garden level. Plece de resistance is an ice-skating scree, billed as a sensational novelty from the same kindle garden level. For the same kindle garden level, the same kindle garden level from the same place of the same for the same sense of the same for the same sense of the same for the same sense of t

makes bassable melody out of popular makes bassable melody out of popular makes and the melody of the factor of th

As soon as a few deletime have been made in Sammy White's rou-tiles cursent week's Eanchon' & cursent week's east at the week's initialer, but couldn't resist the demandation to inject an off-color gas, then went into a decidedity color gas, then went into a decidedity moronic portion of the near-capacity audience.

voiced united that obligated only free auxiliance, while from the Sammy White infilterations, bill rates as one of best. F.E.M. has offered in counte of months. All concerned, including the state of the state of

harmony and swing numbers to good returns. returns. Their best is a swing ver-sion of 'O' Man River' that regis-

sion of 'O' Man River' that registered solidly.

White follows, doing a bit of good ranging and eccentric stepping. He has a suspender bit that is pienty good and then marred his otherwise good act by an alleged studio story and his interviention of a fan dance. The off-color stuff has, no place with family audiences, such as Paramount matinee shows frequently are.

Count Cutelli, a master of sound effects, uncorteed some novel and detrover with a hang. For finale, Fanchonettes emerge from back dropatop a prone bull, citout for a Spanish routine.

Screen for his proper studies of the color cartoon and fire prevention short to fall. House near capacity at initial performance today, with heat probably preventing a holdout.

Edwe.

KEITH'S BOSTON

KEITH'S BOSTON

Boston, Oct. 8.

Mitchell and Durant, plus the Jansleys, added to what remains now of the 'Cubana Follies' unit, combines to make a swell vaude show that opens with a fissh and closes with a sock, with a rapid-fire pace maintenance of the show is the Rimac rhumba band, and their musical contribution is supplemented by the Kelth pit hand here and there to good effecting the front of the Rimac band, heightened by bright and colorful costuming and featuring dazzling solo terp by Carita and Charley Boy. Pace set by these two is swell, and Carita's torso wiggling is bot Both have whize bits and featuring dazzling solo terp by Carita and Charley Boy. Pace set by these two is swell, and Carita's torso wiggling is bot Both have whize bits and featuring dazzling solo terp by Carita and Charley Boy. Pace set by these two is swell, and Carita's torso wiggling is bot Both have whize bits and featuring dazzling solo the proposed solong the set of the groundmen, somersaults and chock-ton another red-hot specialty and then Tito Coral provides the needed breathing spell with soothing croming of Siboney' and Play Gynox.' Girl and costume fisati, El Relification of the costume fisati, El Relification of the costume fisati, El Relification and due numbers from gals of the line.

Zelaya. patter-pianist, is spotted next and whams with his familiar

Girl and costume flash. El Relicario, by the line is heightened by sol and duo numbers from gals of the control of the control

STATE, N. Y.

STATE, N. Y.

It's a long and tiresome vaudeville bilt has long and tiresome vaudeville bilt has long so with this week's feas with the long of the Bright statesam. Who is a supperrance of Sarah Churchill, daughter of the Brights statesam. Who is supperrance of Sarah Churchill, daughter of the Brights of the Brights of the Brights of the Brights of the long of the

This week's stage show is a little longer than average. The pit band displays runs 44 minutes, but it holds its own that distance. The pit band displays runs 44 minutes, but it holds its own that distance. The headed by the Enric Madriguers orchestra, furnishes sturdy support for the feature, 'Valiant is the Word for Carrie (Par), itself very long, 109 minutes.

minutes.

Eyen as it is, the pit portion could be running closer to an hour without probable difficulty. This would permit more than the two numbers to which Maxine Gray is held and the pop, plus a medley of musical gomedy his, which represents John gomedy his, which represents John when we will be the property of th

the pop, pius a mediev of musical Sunedy hils, which represent the sune of the

his snakehips routine. He's gol a wicked little number.

The best number of the Madriguera crew, a smooth-running, competent organization of 16 men, is the finale built around the college-flavored song. The Color of Your English was a smooth-running competent of the college o

PARAMOUNT, N.Y.

plausible on the evidence. Embassy audience roundly hissed General Franco, adding his mugg to the house's gallery of houtables. Uni-versal contributes some footage on Spain also.

Swedish Baroness who got left be

Spain also.

Swedish Baroness who got left behind on a Transatlantic flight has indeed to be a superior of the state of the series of the seri

usual.
Fitzpatrick's 'Cherry Blossom Time
In Japan' and U's 'Stranger Than
Fiction' fill out the program.
Marquee braggs about 48 items.
You count 'em.
Land.

ST. LOUIS, ST. L

ST. LOUIS, ST. L.

A well balanced variety program with a second-run film, "My Man Godfrey" (U), is being offered at the St. Louis currently at 40c top. Show is opened by freedy Mack, ers. and 16 precision Roxyettes doing a swell lingle bell routine that clicked with payees.

Tommy Trent, from beind screen, Tommy Trent, from beind screen, Tommy Trent, from pept routine. For an encore, Trent shows customers how he manipulates, a pupper doing a trucking dance. Novak and Fay, comedy acrobats and dancers, and the standard screen, and the screen scr

HIPP, BALTIMORE

STATE, N. Y.

In between the bit set's are represented by the state of the powers and Marka Saverre and Saverre Saverre an

MINNESOTA, MPLS.

MINNESOTA, MPLS.

Minnespolis, Oct. 10.

John Boles in person is delivering the box-office punch at this big Publix house currently. Bolstering the unit, 'Swing High,' the screen star that the screen star that the screen star that the screen star day afternoon show caught by this reporter and his presence seemed to more than compensate for the balance of the stage entertainment's as the screen star that the was the magnet reservation accorded him as the screen star that the screen screen star that the screen

grammed Negro and Mabel' (WB),
Feature is 'Cain and Mabel' (WB),
Faramount News with extra shots of
the Minnesota' Nebraska
game, rounds out the bill. Rees.

ORPHEUM, LINCOLN

ORPHEUM, LINCOLN

Customers get a cheating here this week and the business took it on the chin after the opening day. Week-end crowd took it on the lam for the chin after the opening day. Week-end crowd took it on the lam for control of the lam for lam f

Helen Lewis, the drummer—moderate.
Dorothy, and Doris Heintze, twins, toting a dummy, go through a comic dance, which got the only strong and then the line again in a Tenox Avenue routine. M. c. Wafkins mikes Faill', and the windup act is the Mitchell Trio, ball balancers. Two kids are fine, but the old lady clutter authority of the work of the windup of the William of the Willi

MICHIGAN, DETROIT

MICHIGAN, DETROIT

Detroit, Oct. 9.

Radio stuff everywhere at this spot currently. NBC revue on stage is backed up by 'Big Broadcast of 1837 stage is backed up by 'Big Broadcast of 1837 stage is backed up by 'Big Broadcast of 1837 stage is backed up by 'Big Broadcast of 1837 stage is backed up by 'Big Broadcast of 1837 stage is backed up by 'Big Broadcast of 1837 stage is backed by Howard Pierce for the second 'NBC unit here in two well-staged, too. Comprises five acts, plus pit band on stage, running about 50 minutes.

Tom Howard an fet of followers lately on Rudy Vallee's hour, have no trouble holding the feature spot on bill. Audience went for comedianal interrupted monolog, toopped on bill. Audience went for comedianal interrupted monolog, toopped on bill. Audience went for comedianal interrupted monolog, toopped on bill. Audience went for comedianal interrupted monolog, toopped in the company 'participating.'

Besides' turnishing coupled nice. Besides' turnishing coupled nice of 'Irene and Tom' broadcasts steps out of character 'of m.c. show and is a pleansant relief from usual stuff. His unforceful manner leaves patrons on their own to select their favorites, (Continued on page 57)

(Continued on page 57)

UNIT REVIEWS

FRISCO FOLLIES

FRISCO FOLLIES

(CAPITOL, ATLANTA)

Atlanta, Oct. 12.

Cap has another pleasing ficsh of referring this week, Harrison Kimballs. The control of the control

age to the large and the usual cut and dried affair, with all acts trundling on. Quick count reveals 19 performers, about average for units that wander this far south.

Pic is 'Crash Donovan' (U).

LIVING MODELS

(MAJESTIC, BRIDGEPORT).
Bridgeport, Oct. 9.
There is abundant name value in the new unit Fanchon & Marco is breaking in this week at the Majestic (Loew-Poli) in Bridgeport, a city that has all but forgother what flesh looks like on the boards of a film de luxer.

looks like on the boards of a film de looks like on the boards of a film de look of the the look of the the look of the look o

Toutine. It is a saw the does a salor victime. It is a saw the does a first unable to the distance of the saw. I saw the saw t

Lead to New York, leads to a production number, show girls parading as San Francisco, Chicago, Atlanta, Hollywood, New Orleans and Wash-

Hollywood, New Orleans and Washington,
Bridgeport being passionate about hoke comedy. Hyde and Burrill cash in with skillfully routined act employed the second of the sec

thing for the attenders to remember.
Show goes from here to Poli's, Waterbury, and Keith's, Boston. Understood 15 weeks are already set.
Jack Partington and Arthur Knorr, ack Partington and Arthur Knorr, and the produced unit. Bonnie Cashin of the segming, and cae from with the designing, and cae from trained the dancers. Jimmy Orr is company manager and Leo Pillot p. a. Dave Mordecai, musical director, leading local pit band in Bridgeport. Film feature is 'Old Hutch' (MG).

Hollywood Hotel Revue

Hollywood Hotel Revue'

(PALACE CHICAGO)

Cheaso Oct. 10.

One of the finer, more pretentious presentations by the independent side of the unit business. Harry Howard has evidently spent considerable of the unit business. Harry Howard has evidently spent considerable of the unit was a spent considerable of the unit shows the shadow of t

the impression. Solid turn that delivers plenty of entertainment in this unit.

In the deuce are the Stanley Bros. In the deuce are the Stanley Bros. In the stanley Bros. In the stanley are the stanley and the stanley are the stanley are the stanley are to hold those three tricks together. In the finale, Pat Stanley is back with a drunk tumbling sequence that state. In the stanley are the stanle

MICHIGAN, DETROIT

(Continued from page 56)

(Continued from page 56)
and they prove they can differentiate
between sure-fire and dud.
Opening spot is filled by Abbot
and Tanner, male and femme hoofers who score with duet tapping and
solos. Follow Bowe, who won an
encore with his warbling.
Making one of his few pa's,
Making one of his few pa's,
Shandor Bis personal sip violin
the state of the second special specia

Sisters occupy the next-to-closing cog and click with some nifty harmony tunes and novelties. Their Solvent of the solven

SHEA'S, TORONTO

SHEA'S, TORONTO

For the first time in the history of Shea's, the pit boys and-the customers on the ailess are drinking the highlight in Blackstone's act as he draw the brew from a seemingly inexhaustible bottle. Back here for the first time in three years, the most lavish production of his career. Some of his illusions are admittedly elaborations of effects he has been successfully using for years, but the viously new and luxuriant drapes and costuming. His conversational showmanship is just as strong a factor as the mystery angle of many. Flash opening has the whole company on stage in a Mexican setting and colorful costumes for backing to Blackstone's production of rabbinous and the strong of the strong aways. Screen, 'My American Wife' (Par). McStay.

TOWER, K. C.

The urge to give these shows a unit slant dipped out of sight this unit slant dipped out of sight this little should be shown as the should be sho

with an alacrity seldom seen in the house.

The line works hard during their three appearances and scores, which is also something new here. They do a Siva number in black many the construction of the self-black many that have been used for the past month with the ensemble have been dropped. Boys were okay, but two gals are cheaper than four boys, and the house is plenty conscientious with its b. 1.

gals are cheaper than four boys, and the house is plenty conscientious with its b. r. Bud and His Buddies (man. temme and two dogs) are on early with some hoofing and a series of balanc-ing routines with the pups. Turn doesn't have anything outstanding to offer, but it bristles with salesman-ship.

offer, but it bristles with salesmanship.

Colline puts a trombone
through some breakdown paces. He
winds up his turn by tearing the
horn apart and playing on the viccs.
He does the m. c. ing, and with the
stage strewn with trombone mechFerry Corwey, who is billed as the
Master Musical Clown, has the rame
turn he used last spring when he
appeared at the Mainstreet with the
process of the main street with the
process of the main street with the
process in pantomine and plays an
assortment of weird instruments; he
scores.

assortment of weird instruments, me scores.

Bill's sock comprises Ward and Milford, who close. Boy does some novelty piano work and sings. Gal is cute but baggage. Act has a lot of speed and fades while they are still in high gears. Boy canary.

The ametous Turn 'Em Losse' (RKO), with cartoon and new Eiz over average.

LOEW'S, MONTREAL

LOEW'S, MONTREAL

Morton Downey Montreal. Oct II.

Morton Downey Morton Corp all honors in value hower core cops all honors in value hower core controlly, with a minimum of three encores each show, totaling over 15 over weekend. Downey is a smash from the minute he comes on. or stage for the opening. Five girts are grouped as nuns on balustrade when Downey sings 'Rosary'. Red Sketton, again m. c, works hardest of all, practically continuously on stage An extra turn is furnished by the Rashion Parade, with line stepping out as models in latest style. Some Hazlett, flip dance, Tenden Hazlett, flip dance, Tenden Hazlett, flip dance, Tenden Hazlett, flip dance, Tenden thouge for Skellon and they rib each other to end up in freak dance. Jean-Hazlett comes back, for a fast tap with line in sup-

NEW ACTS

SARAH CHURCHILL (1)

Dancing
4 Mins, Full. (Special)
5 N. X.
5 Arah. Churchill, daughter of Winston Churchill, British statesman, is appearing in vaudeville with the ct (* Vic Oliver, comedian, who has been standard for years. She is doe ling a dance routine with, see the curish effort. Being in the public prints considerably of late, Miss Churchill's app. trance with Oliver ad's box office. Getting \$550 the last time Oliver played the State, he is payrelled at \$1,500 on this engageFirst coming to notice in reports

goes off with a fresh light on the finish.

After the dance is over Olivar makes a crack that he has heard they were getting married but he hasn't read the evening papers yet. Maybe that's tuny.

Char.

FRANK BRITTON ORCH. (12) With Rosemond Dawson and Georgie

FRANK BRITTON ORCH. (12)
With Roseisand Dawson and Georgie
Silver
With Roseisand Dawson and Georgie
Silver
Feathouse, Baltimore
Feathouse, Baltimore
Feathouse, Baltimore
Jenes Baltimore
Jene

metier, suggests itself, as being not-sweet.
Silver vocals in the scat manner, and v.g. Rosemond Dawson has nice pair of pipes, sounds swell on blues or swing songs, but might try to do less grimacing when at the bat. Brit-ton looks swell at the helm. Bert.

her voice, okay for the type of dit-ties she presents. Repertoire is smooth, starting with Trans-Lux Starting with Trans-Lux Binge with a Dinge, the latter a near high for Harlemes-Park Ave, repartee. In between, she plays the keyboard with monchalant finish. Singer never styles for formity, wearing semi-hostess gath. Brdl.

CHARLIE WRIGHT

at the opening of the number and gross off with a fresh light on the Sones of the state of the s

Exploitation

(Continued from page 23)

(Continued from page 23)
time telling the students why he
makes the changes, expatiating on
makes the changes, expatiating on
makes the changes, expatiating on
monies, flowing lines and the like.
Not only giving the students an intimate lowdown on the technique,
practically illustrated, but he makes
his own work easier.

Illustrated, but he makes
his own work easier on in session
long, but lines and the like
of the makes and the like
moral that the state of the work
arofit to the theatre.

Bigrest idea, however, seems to
be that it pleases the parents to feel
that the theatre takes an interest in
their youngsters.

Making Talk

Making Talk

In at town of around 15,000 one that at town of around 15,000 one that at the control of the contr

port, with Downey following a line routine. Show closes with The Five Maxellos in speedy tumbling act with pienty of clever tossing. Biz not hot first night, Friday (9) but standees over the weeken.

Lady Be Careful' (Par) on serveen.

ture. On another occasion free coffee was offered, with each ticket buyer

solemnly bresented with a single bean, while an offer of hot dogs to those who eat them on the spot re-vealed a prop oven with chiffon flames and two torlorn looking ter-riers. Idiotic, but the crowd loves it.

Novelty Signs

Novelty Signs

Newest sandwich man in New York was sandwich was sandwich was sandwich was so had been so that the figure of the bearer and the effect, porticularly in a Signs in use are for a commercial, but would be even better if figures were blown un from photos of stars. No reason why the arms or heads were blown un from photos of stars. No reason why the arms or heads a cord held by the multie power.

A good varier to this would be to have a shorter figure working in a grooved frame, being pulled up and stone of the sandwich was sandwich was

the changes can be feetively.

The ordinary sandwich man has become too familiar to gain notice, but the pedestrian ad can be tricked up to collect on the novelty of approximation.

pearance,
One of the outstanding prams was a couple in formal evening clothes leading a blanketed caif.

Partying 'Models'

Negro colllar aniece
know. The
know. The
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know the preto the preto the preto the preto the preket buyer
free collect
knig a line
h The Five
hing a line
h The Five
hard and gave press a tea at
Pater son, James
hing act
Pater son, James
Montgomery
Fater son, James
Montgomer
Fater son, James
Fater son, James
Montgomer
Fater son, James
Fater son,

Plays On Broadway

(JOHN GIELGUD)

scuted by Guthrie McClintic, Stars John
Gleigud, Judith Anderson; features Arthur
Byron, Lillian Gish; in two acts of 13
scenes; staged by McClintic; sels and cos-
tumes. Jo Miciziner: at Empire. N. Y.,
Ort. 8. '30: \$3.30 ton (spening night \$6.60
t(p).
Francisco
Horalio
Murcellus
Chost)
Claudius (
VoltimundJames Dinan
LacriesJohn Emery
PoloniusArthur Byron
HamietJohn Gielgud
GortrudeJudith Anderson
OnhellaLillian Gish
RosencrantzJohn ('romwell
Guildenstern
Player King
Prolog
Player QueenRulh March
Lucianus
Portinbras
Captain
Sallar
Grave-Digger
Osric
Fords, tadies, soldiers, messengers and
attendants: . Evelyn Abbott, Neat Borry.
Jemes Dinan, John Galland, Stanley Gould.
Poler Gray, Henry Hull, Jr., Mary Lee
Jemes Dinan, John Galland, Stanley Gould, Poler Gray, Henry Hull, Jr., Mary Lee Logan, Donaldson Murphy, Sydna Scott,
Kurt Steinbart, Francis Wayne.

There was considerable pre-opening interest in this production of
There was close to \$19,000 in the bo.
Tamilet
Tami

It in a month from how a purpose is a forth of the title role, is a Britisher who, while wak, in London, never really became a sook attraction until clicking in this same july solidly became a sook attraction until clicking in this same july solidly last year. It is inderstandable why the same in the same person in the same years ago. That production until same years ago. That production ance in the minds of many present-day theatre-goers. Gleighud is more restrained in the role- and less melancholy. His business its entirely consistently give the role as much fire as did Barrymore, but the production in toto is without doubt a better one. It is saving: a good deal, heaving the same person in the person person in the same person in the person

caught in the indecision of love, and its vagaries.

Arthur Byron is another excellent choice for the role of Polomius, estiting a great deal out of it. Lillian Gish does as, well as she can by Ophella. It's a thankless task. It's about the worst written character Shakespeare ever stuck into one of blackspeare ever stuck into one of the control of t

Matcoim Keer, as the King is a mite too stuff, and John Emery as a mite too him Emery as the both are good. George Nash is splendid as the grave-diger, a luicy assignment: Morran Farley get a surprising amount of good out of the Osric bit: Harry Mestaver as he Player King and Harry Andrews 2s.

One thine McClintic, as director rates credit for is his use of the big scenes. There are quite an unnecessarily large number of slow short scenes (a good deal of text is used which the state of the stat

inform against me' sollloquy) and these are allowed to doider along. But when the big action scenes occur, McClintic manages to invest them with an amazing amount of speed and illusion of speed. Thus he makes even that stupid finale spell-binding and attention-holdins.

ST. HELENA

١	Drama in three acts, presented at Ly-
	count, N. Y Oct. 6, '38, by Max Gordon;
	written by R. C. Sherriff and Jeanne De
	the class of the C. Shelling and seame of
	Casalis; staged by Robert B. Sinclair; \$3.30
۰	ton.
	MurineLawis Daytan
	Connector Paul Doules
	CATHERICEL
	Cipriam
η	Carpenter. Paul Porter Cipriani Jules Epailly Sailor. Charles F, O'Connor
d	Caunt BertrandRegipald Mason i
2	Baron Gourgaud Joseph Macaulay
2	Count Montholon Slephen Ker Appleby
И	Count Amittuoion Stephen Kei Appletry
И	Novarrez
1	St. DenisBarry Sullivan
И	Napoleon
ı	Admiral Cocklurp Edward Fielding
И	Count Las Cases Also Wheatley
1	Tours in Cases
J	Marchand
ľ	Countess Montholon Kay Strozzi
ı	Dr. O'MearaWhitford Kane
К	Sir Hudson Lowe Peroy Waram
3	Cantain Nicholis Stephen Courtleigh
R	Tristan MontholonJock Kelly
Q	Tributh Montholon
	Napoleon Bertrand Edward J. Ryan, Jr.
1	Hortense BertrandJoyce Walsh
٦	Countess Bertrand Rosaniond Pinchot
ı	Orderly Officer
ě	SentrySamuel Danzig
3	Abbe Buonovita Francis Pieriot
3	unne unonokirg Laufeis Lietiot.
i	Abbe Vignati
١	Dr. Antommarchi Joseph De Santis
ı	

A distinguished cast, preponder-antly male, headed by Maurice Evans, one of the most intelligent actors ever to come from London, gives an unforgettable impression of Napoleon, yet it is a question whether the play will interest the average playgoer. Indications are for limited appeal, principally lower

whether the play will interest the average playgeer. Indications are for limited appeal, principally lower floor.

'St. Helena, like several recent arrivals on Broadway, is too long, and there are too many quiet intertudes. In the lower of the French emperor will probably absorb the speeches of the dominant and domineering character. Authors have used the literal tooks on the subject; as the legion of the dominant and domineering character. Authors have used the literal tooks on the subject; as the legion of the control of the subject; as the legion of the know quickly recognize. They have taken their Napoleon in his decadent days, the six years of a thousand miles off the coast of Africa. Constantly scrutinized by the British garrison, life becomes tedious to his loyal retainers, nearly as the second of the second o

Shows in Rehearsal

Prelude to Exile - Theatre

'Green Waters'-Shuberts. 'Double Dummy'—James Ull-an and Mark Hellinger. 'Johnny Johnson' — Theatre

'Black Limelight'—Bushar and Tuerk.

The Show Is On'-Shuberts. 'All Editions — Juliana Mor-

Plumes in the Bust'_Arthur

opkins.

'Sweet River'—George Abbott.

Tron Men'—Norman Geddes.

'Ten Million Ghosts'—Sidney

'Hamlet'—Leslie Howard

AND STARS REMAIN

THE DITTE HERE	
· Comedy-drama in three acts presented at	
the Guild, N. Y., Oct. 12, '36, by the The-	
atre Guild; written by Julius J. and Philip	
G. Epstein; Citfion Webb and Helen Ga-	
hagan co-starred; staged by Philip Muclier;	
\$3.80 top.	
Lucy Trenchard Claudia Morgan	
Overton Morrell	
Faith Feible	
Perry Feible	
Grandfather Trenchard Charles Richman	
Mrs. TrenchardSuzanne Jackson	
Cynthia HopeIfclen Gahagan	
Fredrick Holden Ben Smith	
NicholsEdgar Kent	

Theatre Guild opens, its 19th sea-son with a promising play by authors new to Broadway. But it will pro-voke a difference of opinion, so is doubtful if going past the subscrip-

tion period.

Two brothers, Julius and Philip Epstein, known so the Coast as scenarists, collaborated in writing And Stars Remain. It opened in Pittsburgh, where an overdose of propaganda proved a handicap. When the script was pruned and the play moved to Washington, audiences liked it.

itked it.

Authors were too serious in their work, but, they contrived many humorous lines, and it is these passages which give the play its best chance. Not enough cutting has been accomplished, however, particularly in act two.

accomplished, however, particularly in act two.

First thread his to do with politics are not been as the presidential and gubernstorial cases are the presidential and gubernstorial campaigns are reaching the climax. Story opens with a dash of tragedy. Only open with a dash of tragedy of the dash of the dash

Sickerings between his retainers. They come in the second and third acts, which are more appealing than the first, and the first, which are more appealing than the first, which are more appealing than the first, and the first of the lead.

Max Gordon made a wise choice. He had to convince Equity that Evans, was the only available actor for the part, there being some question of Evans' standing; under the alien bart, there being some question of Evans' standing; under the alien bart, there being some question of Evans' standing; under the alien bart, there being some question of Evans' standing; under the alien are the part than the part than

Inside Stuff-Legit

Maurice Evans is now being starred in 'St. Helena' Lyccum, N. Y. Eng-lish player's name went into lights the second night, Max Gordon recog-nizing the wealth of praise accorded Evans by the critics, who rated him

nizing the wealth of praise accorded Evans by the critics, who rated him above the play.

St. Helena' was backed in toto by Metro under an arrangement entered into last season before the film firm declared out on legit production. Total investment was estimated around \$50,000. Not the least expense item was electrical equipment, a horde of lamps being used.

Evans hasn't got the rating of resident silen but Equity made an exception in his case. Ordinarily he would have had to lay off for six months, having appeared last spring in 'St. Joan' (Katharine Cornell). Stated at the time that Evans had no desire to go Hollywood. Metro has hunder contract, however, and will probably use him in the screen vector of 'St. Helena.'

Russell Crouse, p.a. for the Theatre Guild, N. Y., and one of the authors of Red, Hot and Blue, Vinton Freedley musical now being tried in Boston, had his hands full Monday (12) with opening of 'And Stars Remain,' Guild's first this season, and rewrite chore's awaiting him in the hub, Rewrite job is heavy, with more songs required for Ethel Merman and a general reshifting of story material. Two jobs had him ragged. So far 40 minutes have been snipped from the musical. Cole Porter is working on some additional numbers for Miss Merman, A title song is one of the last minute additions.

Sam. H. Harris' production of 'Stage Door,' current at the Maryland, Baltimore, is using 27 stage hands, which number, considering the fact that the show has only one setting and one insert-set, is considerably larger than usual.

than usual. When 'Door' premiered in Philly on Sept. 28, Harris had the insert-set cleared and that arrangement is fill maintained on the road. However, when the show comes into N. Y. for its run't he insert will be flown. Had that flying arrangement been used originally, it is estimated that Harris might have saved salary on around ten deckhands. However, once the 'yellow card' called for 27 backstagemen, the number cannot be cut for as long as the production lives.

Show carries 10 property men, 10 carpenters and seven electricians.

John Gielgud's 'Hamlet,' opening at the Empire, N. Y., last week, insisted on a strict 8 p.m. curtain, refusing to seat anyone after that. Audience was mostly on hand in time, there being only a few stragglers. That 8 o'clock thing was especially insisted on here because of the length of the performance, several scenes being played which usually are left out. Curtain, however, tell at 11:14. When John Barrymore debuted in 'Hamelet' in 1922 there was also an 8 o'clock curtain, but that final curtain didn't fail until 11:25, indicating it was a longer version. Barrymore's 'Hamlet' was in three acts, while Gielgud's is in two acts.

Two plays on the current week's Broadway premiere card were set back for last minute changes. White Man' is now due at the National Saturday (7), Samson Raphaelsion making revisions of his script, especially in the third act section. Drama was originally written five years ago. Sam Byrd is producing and plays the 'title role of Sam' and Sunday (11), is now for your production of the product of the section of the sam of the section of the same of the section of the same of the section of the same of the sa

The Tyroleans, 12 in number, brought to New York for White Horse Inn, are listed as yodelers by Chorus Equity, which they were required to join before the show opened. Men's specialty, however, is a slap dance; they also participate in a slapping contest.

Initiation fee to the chorus branch is \$15, yearly dues being \$12, but pro-rated up to Nov. 1. To join Equity an initiation fee of \$50 is required, dues being \$18 annually.

Piccadilly hotel's new bar, which adjoins the Music Box, N. Y., has installed an electric announcer for the convenience of theatregoers who wist the spot between the show and between acts. While the idea is not new, device used is novel.

Mirror-like, the box lights up with lettering imparting the number of minutes before the curtain will rise in the various theatres on the block.

Noel Coward has nixed joining the army of contributors working on Vincent Minnelli's Show Is On revue. Beatrice Lillie, show's star, wanted him to do a sketch for her, but he bowed out.

Heavy list already has Howard Dietz-Arthur Schwartz, Lorenz Hart-Richard Rolgers and the Gershwins down for credits.

Bill Fields, press agent for White Horse Inn. avers that Hobert Garland, former drama critic for the World-Telegram, N. Y., and now film reviewer for the American, did not solicit the management in the matter of quoting his opinion of the show for ad purposes.

P.a. says the reverse is true, but that the quote has not been used.

On opening night of 'And Stars Remain,' boxes on either side of the Guild, N. Y., were occupied by patrons for the first time, there being five on either side. Boxes were not designed for such use but rather for decoration.

loves Esther but she doesn't love him. So she nixes him and he romps off to the Soviets. Meanwhile Esther's husband has become a Hollowood idol and Annie, who is mad about him, commits suicide. Then That brings a happy ending.

As Annie's husband and Esther's first sweetle, Max Willner's olio comedy and his subsequent lapse last rasedy reflect mothing much to all tracely reflect mothing much to all tracely reflect mothing much to Annie, is attractive. Rebecca Weintraub, as mother of the two girls, takes, the histrionic honors among the cast.

takes the histrionic honors among the cast.
Staging is no better than the casting and the amazing indifference to obvious physical truths of the cast and dialectic enunciations are lex-plicable.

Shan.

Puppet Tour of South

San Francisco 13.
Ralph Chesse's Marionettes will 30 the road for the WPA on Oct. 24, opening that day at Farragut Hall, Vallelo, California. Fourteen manipulators and technicians in the company will four the south.

Chesse will remain beautiful careful remains.

Chesse will remain here to pro-uce 'The Mikado' with his puppets t the Federal theatre, starting

MINIMUM SALARIES OFF?

Earl Carroll Bankrupt, With \$983,892 Liabilities: Real Estate Nicked Him

Earl Carroll is bankrupt, another showman who went broke through realty operations, rather than show business itself. Arthur Hammerstein went for \$1,800,000 in building the Hammerstein theatre, now called the Manhattan. A. H. Woods dropped his ace in the hole when losing the Adelphi, Chicago, which cost him \$750,000. Joe Leblang involved his estate heavily after buyway and 42d street, N.Y. The Shuberts went into receivership saddled with too many theatres, but they still have plenty, And now Carroll.

have plenty, And now Carroll, Carroll was a prolific borrower on promissory notes and most of the money owed was secured in that manner. Largest item, and one which surprised Broadway, is a loan of \$400,000 from the Chemical Bank & Trust Co., N. Y., on an unsecured note. Money was apparently borrowed during the building of the new Carroll theatre, now the French Casino. It was at this theatre that Carroll tossed the notorious bathub party, which was climaxed by his sentence to a year and a day in the federal pen at Atlanta, convicted of perjury.

federal pen at Atlanta, convicted or perjury.

Listed is a total of \$883,882 of liabilities and the schedule stipulates assets of \$410,846. That the latter items are uncollectible is evident from that fact, that Carroll claims most of it is for salaries owed him from various shows he produced. One item is \$222,300 which he says is owed him in unpaid salary from Vanities Producing Corp. from 1926 to 1932. He also sets forth as coin due him money losned to Dorothy Knapp, a .Vanities show girl, amounts varying from \$35 to \$111.25. He also considers as assets his percentages in aix shows such as White Cargo, What Ann Brought Home. So Long Letty, Mary's Other Husband, Canary Cottage, Lady of the Lump, Froetta at .How one for the contage of the contage

His Want Ad

Some of these shows he pre-sented, while several were produced by Oliver Morosco. It was during the engagement of Lady of the Lamp that Carroll inserted an ad Lamp that Carroll inserted an ad in the dailes captioned My Last Thousand Dollars. It attraced the attention of William R. Edrington of Ft. Worth, now deceased, who became Carroll's angel and who also backed him in the building of the first Carroll, theatre. It was the building of the second theatre that brought on most of his financial troubles and ended by the house going into the hand of the bank which had the mortgages.

Other questionable assets include

Other questionable assets include Carroll's share in the lyric rights to Other questionable assets include Carroll's share in 'the lyric rights' to .16 songs. He admits a liability of unknown amount to his wife, Marcelle H. Carroll, of Whitestone, L. I. He also owes I, Miller more than \$1,000, and he gave 16 notes to John Wanamaker's amounting to \$64,500 for upholstery items in the theatre. He owes the Leo Newman ticket agency \$12,000, money advanced on the eighth edition of 'Vanities,' and other brokers are on the 'red end of the same show. Included, also, is an item of \$7,500 given him as a loan by the Superior and Library' agencies for the floor show he staged at Palm Island, Miami Beach, last winter, suit for which is pending. Bouncing paper is held also by seve vi really concerns, and, even some baggage transfer people. ransfer people.

transfer people. But Carroll claims that Ben Marden's Riviera outfit owes him \$11,000 salary for staging the floor show at the nitery in Englewood, N. J., last winter, and there is a claim of \$35 against Fay Palmer. Law firm of House, Grossman & Hemley filed the voluntary petition in bankruptcy, giving Carroll's address as the Essex House, Central Park South, but he is presently in Hollywood under conlen's Riviera outifit owes him \$11.000 at \$100.

aliary for staging the floor show at he mitery in Englewood, N. J., last winter, and there is a claim of \$35 gainst Fay Palmer. Law firm of touse, Grossman & Henley filed the voluntary petition in bankruptch; they outlined the voluntary petition in bankruptch; they outlined the voluntary petition in bankruptch; they of the dismissed her from "Flooretta," at the suggestion of a wealthy widow to backed the show. There are tax persently in Hollywood under contact to 20th Century-Fox as a discovernment having a bill of \$\$11.42 for income tax on the year 1930 and the state's claim being \$462 for the previous year.

Equity Unconvinced

Earl Carroll, in filing a vol-untary petition in bankryptey last week in New York, includ-ed as a liability about \$500 owed actors in 'Vanitus' on tour last season. Although the legal proceedings may wipe out that debt, as well as others, it doesn't go as, far as Equity is concerned.

coesn 1 go as far as Equity is concerned.
Equity says Carroll will have to pay off if returning from Hollywood to re-enter legit, no matter what the court says. Actors' association skirts the law by pointing out that its members do not have to work for Carroll if they don't want to. Also, if he puts on another show, he will have to file bonds guaranteeing. salaries, having lost his exempt status by not paying off.

ONLY 15 COS. OF **CAN'T HAPPEN**

Indications now are there will b 15 companies of Sinclair Lewis' 'It Can't Happen Here' under the spon sorship of the Works Progress Ad-ministration relief theatre project Originally it was proposed to put on 28 casts of the play in various parts of the country simultaneously and it is understood that Lewis was so advised by the WPA. Author

so advised by the WPA. Author's royalty would be \$1,400 weekly under that schedule, with the adaptor getting; a share, however. Weekly royalty under the present schedule will be only \$750. Lewis had no yen, to turn the play over to the Federal Theatre Project. He said that no Broadway producer appeared interested in his book's stage possibilities, however, and is credited with adding that, had a recognized manager shown any interest, it could have been arranged even after, the WPA started negotiations.

It is planned to open all 15 com-

tiations.

It is planned to open all 15 companies on Oct. 27, but it is not certain yet; that this can be accomplished. Four companies will show in Greater New York. Three in English are slated for the Adelphi, Majestic (Brooklyn) and a suit-case outfit touring Staten Island, giving free-performances. There will also be a Yiddish company. Benson Ingent of the N. Y., World?-Elegram staff, adapted the play into Yiddish.

Bridgeport, Oct. 13.
Fern Andra, Chicago-born grli who became an Ufa star in Germany, has been engaged as the femme lead of the Bridgeport production of Sinclair Lewis 'It Can't Happen Here, opening Oct. 27 at the Park theatre under direction of Ann Grosvenor Ayres.

Miss Andra is the wife of Ian Keith, film actor.

the liabilities is approximately \$500 owed to actors who toured with 'Vanities' last season. Coin was awarded by arbitration, which he protested. He also claims \$250 exmption for personal clothing, and ists a second-hand limousine valued

MANAGERS' IDEAS

Actors Organization Report ed Listening Favorably to Managerial Demands Would Continue for One Year at \$40 Base First, However

MAY BE REFERENDUM

Minimum salaries for actors may be dropped by Equity within a year That is a suggestion made by man-agers, with Equity inclined to listen Proposal to establish one min-imum instead of two—it is \$40 weekly for senior Equityites and \$25 for juniors—has been mulled over by an actors' committee and the lat-ter conferred with the managers who made two substitute sugges

One was to set up a general min-imum of \$40 for all legit actors, to

One was to set up a general minimum of \$40 for all legit actors, to apply for one year, after which there would be no minimum. This idea cropped up during discussion, when the Equity committee said that some producers might adopt the lower figure if the minimums were eliminated at once.

Other plan was to establish a minimum for players in small parts. Some plays require characters which have but one appearance during a performance and speak, a few lines. Figured by the managers that such jobs are worth small charge. Equity's council will consider the several plans and may put the whole thing up to a general or referendum vote, after consideration at the next quarterly meeting in December.

December.
Seniors' Squawk
Matter of the double minimum
was raised by seniors, who declared
they were being shouldered out of
engagements by juniors because of engagements by Juniors because of the \$15 veelcily saving to managers. On the whole it was recognized that only short brankroll managers and shoe-stringers resort to such tactics, yet in-some of the populous, easts, the item mounts up. Equity leaders have not regarded the complaint as having a sound basis-but, with the new managorial ideas what they are, the matter has taken on tresh im-mortance.

new managerial cleas what have a terminated in the state of the state

Idea of making the minimum \$40 for a year was figured to establish that figure in the minds of such managers as might attempt to adopt the lower salary if minimums are

TO SING OR NOT TO SING

Is Guild's Problem on Play About Richard Wagner

Theatre Guilu's second production this seezan. 'Prelude to Exile' by William MeN.lly, based on the life of Wagner, composer, dips into grand opera on a neavy seale. Guild is debating whether to use live singers or wex recordings for the off-stage chanting. Directorate is not so hot on the disk idea but, if real divas are used, they have to be very good as Wagnerian repertoire is not easy. There's also some concertizing in the grand manner on the piano in the play.

the play.
Wilfred Lawson plays the lead.
Philip Moeller directs, with rehearsals slated to start next week.

EQUITY MULLING Broadway's Battle of 'Hamlets' **Near: Both Heavy Productions**

Politico Damper

Theatre Guild has dropped Anita, Block, associated with the organization for many years, as reader of foreign plays, Guild feels there aren't enough foreign plays of merit available these days to make the job mean anything, what with European writers mostly under wiras because of politiunder wraps because of politi-

SPLASH ADS IN FOR LEGIT **AGAIN**

Trend towards extra space ads for Broadway legit shows was indicated by the displays used for several new productions in the past couple weeks. For years the mariagers appeared satisfied with the directory form of listing shows, with moderate extra space in the dailies used occasionally.

moderate extra space in the dailies used occasionally.

After the opening of 'White Horse Inn' at the Center, space comparable to splash film copy was used. Cost of the insertions was around \$6,000.

Extra space also was given, 'St. Helena' after it opened at the Lyceum last week, cost of these ads approximating \$4,500.

Line rate in New York papers varies, top 'Ilnege' charges for amusements being, maintained by the News and Journal, both having a rate of \$1,50 per line. There are several dailies with \$1 per, line rate, while the lowest is 85c. per line.

19 PIECE ORCH. FOR **COWARD PLAYLETS**

'Tonight at 8:30.' Noel Coward-Tonight at 8:30. Noel Coward-Gertrude Lawrence group of play-lets due on Broadway in November, will have an orchestra of, 18, men. Pit band of that size was ordered in by the actor-menager, who, was not interested in the new proposed midmum, of .10 musicians, which the unifon is seeking. There are songs, in several of the Coward-written Play-lets.

Tonight is limited to 16 weeks of "Monight's limited to 16 weeks on this side, first four weeks to be played outside of New York. English star's 25-week total for Broadway will probably not be extended. He similarly limited his American appearances on previous visits and has plans for other productions here after Tonight."

John McManus, who has been conducting the orchestra for the Follies' at the Winter Garden, will have the baton in Tonight. After that engagement he will conduct the new Ed Wynn musical, due in the winter. Charles Druy will, succeed McManus at the Winter Garden.

Lambs Cut Fees

Financial bars have been lowered by the Lambs Ciub in an effort to build up a more celive managership. Present line up of feet for one year, including initiation, runs around \$00 as compared with \$250 to \$300 in peak years of the organization.

ZIGGY' IN CHI

Chicago, Oct. 13.

Chicago, Oct. 13.

Call Me Ziggy, comedy by Dan
Goldberg, Vantery mugg, and
Michael Todd, gets its first production Oct. 27 by the Playwrights' Theatre, local legit group.

Alice Gernstenberg is directing.

Broadway's battle of 'Hamlets' is dated to start Nov. 10, when Leslie Howard's presentation will open at the Imperial. Guthrie McClinities 'Hamlet,' with John Gielgud stared, got off to a brilliant start at the Empire last Thursday (8). Advance sale line at the box office was consistent and, at curtain time for the premark of the prem

miere, takings were approximately \$19,000.
Production costs of both shows will be around \$90,000. McClinities presentation approximated \$43,000, while Howard's is estimated at over, \$45,000. Heretofore most 'Hamlets' have been played mostly with drapes and props, but there are settings for the opposed melancholy Danes. Productions, therefore, with costumes one of the larger expense items, are comparable to top outlays. for. new straight plays—St. Helena' is figured to have cost \$50,000 or more.

Notable that, although both 'Hamlets' and the straight plays—St. Helena' is figured to have cost \$50,000 or more.

lo have cost \$50,000 or more.

Notable that, although both 'Hamlets' are played by London, stars,
supporting casts are claimed to be
90% or more American, Gielgud is
surrounded by a group of names
here, while the principal supporting
leads to Howard are British, six in
parts, balance of the players being
extras, with Howard using more of
them than Gielgud.

them than Gielgud.

Costs

There are 50 persons, including the crew, in McClintic's, outfit, while Howard will have 65 because of the added extras. Stage hands, union gates Hamilet ga a revival and therefore a road crew of three department heads is required. Ruling has been protested to the union. Usual rule is that a road crew must be rictioned throughout the New York engagement. If the show plays six weeks or more out of town. As for revivals, same number of men must be hired if the show be put on within five years of the last previous thowing.

Howard is counting, on reclaiming

in five years of the last previous showing.

Howard is counting on reclaiming a goody part of the production outlay in Boston, where his Hamlet, will open at the Opera House Monday. (19) and in Philadelphia, at the Forrest, before entrenching on Broadway. 'Gleigna' show did not his with third action of the county for 'ave performances and grossed, an estimated \$15,000.

Whether either or both 'Hamlets' will break the recort here is a matter of guessing, 'John Barrymore established a mark of 191 Consecutive performances for Arthur Hopkins in 1922. 'Gleigtail played' it in London 155 times. Henry, Irving, however, has the record typer there with 200 consecutive performances. At that time no mattness were payed. Part time no mattness were played. Fart time no mattness were played. Part time no mattness were played. Part time no mattness were played. Part time no matinees were played. Part is one of the most exacting in all is one of the most exacting in all drama and, on matinee days, the leads will undergo a tough physical

'RED, BLUE' OUT AN EXTRA WK.

'Red, Hot and Blue', Vinton Freed-ley-muical playing its second week in Botton, has portponed its Broadway debut at the Alvin, where it is now dated for Oct 29. Show, with Jintiny Durante: Ethel Merman and Bob Höpe topping, will play New Haven next week. Was set back in order to insert a new song for Miss Merman and fix up the book.

Paramount supplied the backing for the show almost in toto, with Freedley investing a comparatively

for the show almost in toto, with Freedley investing a comparatively small amount. Show is expected to open with a production nut of not more than \$75,000 and maybe less. Cost is surprisingly low for a major musical which will have a \$5.50 nightly top. Operation cost is rather high, what with the three leads getting more than \$7,000 combined saleary. Durante and Miss Mermativase. reported down for \$3,000 each, with Hope getting \$1,250.

VARIETY

Plays Out of Town

RED. HOT AND BLUE

Boston, Oct. 8. BOSION, OCt. 8.

sleal comedy in two acts (10 scenee)
ced by Vinton Freedley; words and
c Cole Porter; book, Howard Lindund Russell Crouse; dances and enies, George Haic; sets, Donald Oena; costumes, Constance Ripley; first
rmance, Oct. 7, '36, at Colonial thea-

pertormance, Oct. 4, 30, at Colonial thea-
tre, Boston.
Deputy Warden Mulligan Lew Parker
WardenForrest Orr
"Nails" O'Reilly: Ethel Merman
Warden Forrest Ort "Nails" O'Reilly Ethel Merman "Policy" Pinkle Jimmy Durante
Vivian Vivian Vanca
Vivian Vivian Vance Anne WestcottDorothy Vernon
Grace Hartman
Grace
CecileCecile Carey
KayKay Picture
IreneEthelyne Holt
PetteEtheryne Holt
BettyBetty Allen
"Fingers"Paul Hartman
Bob HaleBob Hope
Sonny HadleyThurston Crane
Peaches La Fleur Polly Walters
"Ratface" DuganBill Benner
"Sure-Tibing" Simpson Prentiss Davis "Flap-Ears" Mctelli Leo Schippers "Loule the Louse" Bernard Janneen
"Flap-Ears" MctelliLeo Schippers
"Louie the Louise" Bernard Janneen
Mrs. PeabodyMay Abbey TinyTiny Sinclair
TinyTiny Sinclair
Louella
Senator MusiloyitchLew Parker
Senator Malvinsky Robert Leonard
Senator O'ShaughnessyForrest Orr
Senator Del Grasso Houston Richards
Sergeant-At-ArmsNorman Lind
Pirst Expressman
Girl Cloric Plans
First Marine Frank Archer
Second Marine Dutes Corner
Giri Gloria Clare First Marine Frank Archer Second Marine Bruce Covert Second Marine Houston Richards Reportors Geoffrey Errett, Karl Kobrs,
Penerters Cooffee Frank Wall Wales
Bill Houston Norman Tlad Floorer Wed
Bill Houston, Norman Lind, Eleanor Wal- lace, Arnita Wallace.
MANON PRINCIPLE ALBERTA

Freedley's new musical is a riot of low comedy. It is not only very low but is almost the bottom. And, as far as hokum plots are concerned, the story is about a nation-wide the story is about a nation-wide only identification is an imprise pro-only identification is an imprise pro-inchildhood when she sat on a red-hot waffle, iron and branded her-self.

self.

Jimmy Durante believes she will be found using maple syrue as a state of the control of t

out of prison sounds togical to her, so she asks to have five prisoners pardoned and wants Durante paragradined and wants Durante provides and he is doing a stretch for seiling numbers. With her attorney (Bob Hope) and when she finds he has a complex to find his childhood sweetheart sname is not known but she once sat on that rede sold with half the proceeds to be given to the person who finds the branded girl. Lottery reaches the billion dollar mark, and Compress at States Treasury to contain \$4.75.

So a Congressional committee muscles in on the lottery. Army is called out to help fland the girl with transfer flands out to help fland the girl with transfer flands out to help fland the girl with transfer flands out to help fland the girl with transfer flands out to help fland the girl with transfer flands out to help fland the girl with transfer flands out to help fland the girl with transfer flands out to help fland the girl with transfer flands out to help fland the girl with transfer flands out to help fland the girl with transfer flands out to help fland the girl with transfer flands out to help fland the girl with transfer flands out to help fland the girl with transfer flands out to help fland the girl with transfer flands out to help fl

FORBIDDEN MELODY

PURBIDDEN MELODY

Philadelphia, Oct. 13.

Musical in two set delightia, Oct. 13.

Musical dicerco in the set of the set

Current Road Shows

(WEEK OCT. 12)

'Able's Irish Rose,' Boulevard,
Jackson Heights, N. Y.
'Blessom Time,' Forrest, Phila-

delphia.
'Boy Meets Girl,' Plymouth,

Boston, Meets Girl, Colonial, Ak-ron, O., 12; Mansfield, O., 13; Lima, O., 14; Michigan, Ann Ar-bor, 15; Michigan, Jackson, 16; Gladmer, Lansing, Mich., 17, 'Call It a Pay,' Chestnut, Phila-delphia.

Children's Hour, Shubert, New Haven, 15-17. 'Come Home to Roost,' Copley,

Boston. 'Dead End,' Studebaker, Chi-

cago.

'End of Summer' (Ina Claire),
National, Washington.

'First Lady' (Jane Cowl), Shu-

FIRST LEGY (Jane Cowl), Shubert, Boston.
'Forbidden Melody,' Erlanger,
Philadelphia.
'Great Waltz,' Ford's, Balti-

more. 'Lady Precious Stream,' Cox,

Cincinnati.

"Leve on the Dole," Brighton,
Brighton Beach, N. Y.

"Night of Jan. 16," Selwyn, Chi-

Night of Jan. 15, Selwyn, Chicago.
Mulatte, Yewark, N. J.
Mulatte, Hann, Cleveland.
Nanghty Marietta, Nixon
Pittsburgh.
Tride and Prejudice, Harris,
Chicago.
'Old Maid,' Imperial, Montreal.
'San Carlo Opera,' Auditorium,
'San Carlo Opera,' Auditorium,
Chicago.
'Senadals,' Curran, San Francisco.

cisco.

'Stage Door,' Maryland, Balti-Stage Boot, Man, Allen More, Tobacco Boad? Orpheum, Reading, Pa., 13; Lyric, Allentown, Pa., 14; Playhouse, Wilmington, Del., 15-17.

pleasing, if not notable, voice. Producers of Forbidden Melody ought to build him up. Couple tons of book thrown awey in exchange for more material for Srisson will help from the first state of the second of the form of th

Gomedy in three acts, directed and pre- sented by Anne Nichols. Presented at
Boulevard, Jackson Heights, N. Y., week
Isaac Cohen
Mrs. Isaac Cohen
Solomon Lev:
Abreham Levy (his son)Crant Gordon Rocemary MurphyDiane Manor
Patrick Murchy
Meid of Pener
Bridemadds-Marion Marrow, Charlotte Parter, Claire Hazel, Laura Windsor,
Ruth Corsan, May Owen.

WPA Reviews

NOAH

Ada.... Village Elder. Clarence Yaite
Lee Speaks
Lee Speaks
Lee Speaks
Clarence Reid and Bruce He
Gaute Bender Speaks
Thoris Dixon
Adolph Henderson
Leenust Bulloch
Leenust Bulloch
Leenust Bulloch
Hillo French
Milda Pench
Milda Pench
Milda Pench
Bulloch
Ellsabeth Dixon

Negro Theatre's newest WPA of-fering is a production of Andre Obey's Noah, which thee on Broadway two seasons ago with Pierre Fresnay in the title role. Thin texture of biblical fable depends on dett' interpretation, with the Harlem version stilted and slow. Music frame is overdone throughout, as in most WPA shows, making the play much too long.

version stitled and slow. Music frame in oversions throughout, as in most investments the play much too long. Only once does this production get going, and that is when the animals begin filing up the gangplank before the two plants are production get and the strength of the play the strength of the s

Try, Try Again

Birmingham, Oct. 13.
Federal Theatre Project of the WPA will reopen the Jefferson Oct. 13. How long the unit plans to operate the theatre remains to be seen. Last year the house was used by the same unit. Very limited attendance and place finally went dark for the summer.

ENGAGEMENTS

ENGAGEMENTS

Evelyn Varden, 'Prelude to Extle'
G. P. Huntley, Jr., 'OheBolt'
John Hoysradt. Honor Bright.
John Hoysradt. Honor Bright.
John Hoysradt. Honor Bright.
John Hoysradt. Honor Bright.
William Challee, Morris Carnovsky,
Elia Kazan, Art Smith, Jules Garfield, Sanford Meisner, Albert Van
Deltker, Johnny Johnson. Honor.
Hedy, Don Shelton, Gertrude Coghlen, Juliet Fremont, Edward Cushman, Palmer Ward, Bernard Kisner,
Iris Whitney, Ruth Yorke, Dorothes
Predrika Slemons, Mary Morris, Earl
Fleischmar, Barbora Fulton, Amelia
Romano, Prortin Morrow, William C.
Jackson, Hedwig Schoch, Maurice
ald Willson, 'Phumes in the Dust.'
Ruth Altnan, Robert Vernon,
Great Wilt: (road co.)
Fruil Haalon, 'Phumes' in the Dust.'
Creat Wilt: (road co.)
Fruil Flaglon, 'Phume', Standord,
John McGovern, Hanley Stanford,
John McGovern, Hanley Stanford,
John McGovern, Hanley Stanford,
Lide Klein, Martha Sleeper, 'Double
Dummy'.
Lewis Hector, 'Inner Silence.'

Santor Comments Steeper, Double Bade Klein, Martha Sleeper, Double Bade Klein, Martha Sleeper, Double Bade Klein, Martha Sleeper, Martham, 'Heedid Gabber,' Rarbara Towne, 'New Faces,' Percy Klibride, 'House In the Cauntry,' Harold Moffet Richard Taber, Cathleen Fitz. Clark Twelvetrees, Gloria Blondell, Frank Jauck, John Guard, Charles Charles Comments, 'American Steepenson, Hary Homer, 'Marion Steepenson, Hary Homer, 'Marion Steepenson, Johnne Barrie, i Marion Steepenson, Johnne Barrie, i Mary Perry, 'Iron Men,' (Complete Last,)

JOHN HENRY

Los Angeles, Oct. 9.
Soga in prolog, seven scenes and epiles, by Erank B. Wells. Fresented at Mayaco by Works Frogress Administration. Directed by Lorin Raker. Roy Glenn Big Roy. Daniel Los Garnes

John Henry	.Daniel Leo Havne
Granny Lou	Clea Dermon
Pa'son Jones	Thaddeun Jone
Rev'un Gasper Dinke	ns Henry Thomas
George Davis	Walter Marchal
Judge Hughey Dabney	William Co-
A Slave Trader	Clinton Manual
A SIRVE LIMITET	Clinton Blurdoci
Lem Vestal	Eugar Murra
Dalay,	Josephine Burk
Boogaroo	Amos Rees
Callie	Myrtie Dunnar
Bad . Eye	George Comfor
Long Boy	Charles Hawkin
Big Min	Lottle Kye
Skester	Richard - Abram
The Dealer	Larry Harrison
Li'l Bill	
Kidney Foot	William Duni
Kidney Foot	Westcott Clark

Taking his theme from the negro working song, Frank B. Wells has penned the life of John Henry, Negro lave, bitten by the bug of freedom,

slave, bitten by the bug of freedom. While the work presents an interesting kaleidoscopic picture of pro- and the bug of the same properties of pro- and the same pro- and the

No L. A. Legit

Hollywood, Oct. 13.

Hollywood, Oct. 13.

with the Federal Theatre Project recopening the Hollywood Playhouse,
with a limited run of The Warrior's
Husband'. Henry Duffy will decide
within the next few days on his next
attraction for the El Capitan, now in
its fourth week of darkness.

its fourth week of darkness.

Downtown, the legit situation remains virtually unchanged, with nothing current excépt WPA attraction at the Mason, Marchange of bill. Three Wise Fools, debuting last Tuesday (6).

Biltmore remains dark until Oct. 28, when George White's 'Scandals' comes in for an 11 day 3day.

Mildred O'Keefe Suicides

Minneapolis, Oct. 13.
Mildred O'Keefe, 32, who has appeared as a dancer in several Ziegfeld Follies and Rio Rita, etc., committed suicide by drinking poison in her hotel room here, her home. A nervous breakdown and despondency over her lilness believed to be the

cause.

She was credited with being one of the first dancers to introduce the Black Bottom dance in Paris. During the past year she has been working as a saleswoman in a department store.

'Stream' Fine \$13,000, 'Dead End' Fair \$8,500, 'Jan. 16' Oke \$9,500, Chicago

Plenty of legit action around town at present, with shows set in all houses where plays are leaving, and additional shows announced for arrival in the near future. In general, it's the most promising legit start

here in a good many years.

Not only is there plenty of activity among the managers, but it is paralleled by fine box-office humming There is a steady increase of cus-tomers throughout. No show is doing

There is a steady increase of customers throughout. No show is doing enpacity business, but all shows are running in high gean, with every one of em turning in a profit.

"Lady Trecious Stream concluded the most satisfactory gallop of the season thus far, concluding two exceptionally strong weeks, and could have held for an additional formight and the stream of th

Over it the Auditorium the San Carlo is starting the season off for the house with capacity trade at \$1 top. Low-priced opera has made good here for the past number of years and there appears to be no Raiskening.

Estimates for Last Week

is reported planning to open it, anymay.

Estimates for Last Week

Blossom Time, 'Grand (1,200; \$2.20).

Out after three weeks. Finished to
\$9,000, good.

Stream Stream, 'Brained to
\$9,000, good.

Tady Precious Stream, 'Harris (1,000; \$2.75). Out after two weeks under ATS auspices and off for additional dates. May be back later; finished to better than \$15,000, swell,
1000; \$2.75). Out after two weeks under ATS auspices and off for additional dates. May be back later; finished to better than \$15,000, swell,
22.75) (4th week). Picking up again
and running to \$5,00, good.

- Pride and Prejudice, 'Harris (1,000;
\$2.75). In last night (Monday) as
second ATS show, and assured of
profitable fortnight under subscriptists. Show and assured of
profitable fortnight under subscriptists. Only on the fortnight from subscribers alone.

Outer Attractions
San Carlo Opera, Auditorium.
Three weeks make up the fail season
for \$1 top operaties and doing nearspring for another week's stand.

"Broken Dishes, Blackstone. Harry
Minturn unit closes here Saturday
(17) after a long run. Drew plenty
of audience and comment. Can't
"Hymn to Rising Sur and 'God's
Acres, 'Princess. Negro unit of WPA
due to try again tomorrow (Wednesday). Original opening on Friday
(WPA as cancelled when head of
WPA as cancelled when head of
Sun.

'MEET MY SISTER' BAD FLOP, SAN FRANCISCO

San Francisco, Oct. 13.

"Meet My Sister' departed from the Alcazar theatre here on Sunday (11), after two bad weeks at this house, operated by Henry Duffy. Although Duffy brought in medical concepts original Broadway control of the College of th

END SUMMER,' \$9,800, FOUR SHOWS, BALTO

Baltimore, Oct. 13. In the legit line it looks like Baltimore is back on the pre-'30 basis. Currently, a pair of shows are in town and both are doing walloping biz. Between em legit will take any single week for at least six

any single week for at least six years.

Great Waltr at the UBO Ford's organization of the control of the contr

Estimate for Last Week

Estimate for Last Week
**End of Summer, Ford's (1,988;
\$2.75). Opened road tour here with
a stay of four performances, salting
away a sockeroo \$9,800; just barely
under capacity on lower floor at each
performance; upstairs had gone clean
before play opened.

'PRIDE' GOOD \$13,000, PITT.

Pittsburgh, Oct. 13. Despite the absence of any names in the cast, 'Pride and Prejudice Despite-the assence of any names in the cast, Pride and Prejudice' came through with a corking gross at the Nixon last' week. Last season's Broadway hit was praised entusiastically, with the touring company compared favorably to the original cast, and hit close to \$13,000 on the session. Would have done even near curtain time cut in severely and resulted in cancellations.

Show was presented here under ATS auspices but got around \$8,000 on window sale above season subscriptions. Proved a big femme (All Short of the Shor

with First Lady."

Pride and Prejudice' (Nixon; 2,100; \$2.85). Broadway rep and critical raves overcame a nameless cast and show came through strong with close to \$12,000. Matinee trade heavy and big gallery call at night.

Fillmore in New York looking for a

Fillmore in New York looking for a new play. George White's 'Scandals' opens here Sunday night (11), to the big-gest advance sale for a musical at-traction in the history of the Curran first, three days before the company arrived. Prices range from \$1.10 to \$3.30 at nights and from 55c. to \$2.75 at matinees.

'Stage' \$7,500, N. Haven

New Haven, Oct. 13. New Haven, Oct. 13.
Season's second healthiest gross was reaped by 'Stage Door' in four performances last week. Here Oct. 5-7, the play picked up an approximate \$7,500 at the Shireer theatre, and the stage of the

'TOVARICH' 13G, **'DAY' \$14,000**, **PHILLY**

Philadelphia, Oct. 13.

Philly's legit houses are off to the best start they've known in quite a few seasons. Town is hot, Whether this is indicative of a browned as the start they are to the brown as the big months here.

This week, Forbidden Melody, first musical of the year, bows in and it reception as interest. If it hit in proportion to the non-musical tryouts in so far, a fangy gross is in order. Since it's at the big Erlanger and has a \$8 top, there is pienty of and first night his strong.

Last week, Tovarich, while not equaling the previous week's remarkable high of \$18,250 for Stage Door, nevertheless tickled all hands picked up steadily all week at the Forest and was near capacity class at the end.

At the Chestnut, Call It a Day, first ATS subscription show, can bout \$8,500 was subscription coin. Second week will be just as good, in the better.

In addition to Torbidden Melody, In a subscription of the control of the control

Second week will be just as goven, in the control of the control o econd week will be just as good, it of better. In addition to 'Forbidden Melody,'

White Horse Inn' Gets Big \$47,700 On First Full Week; Broadway Still **Waiting for a Sock Dramatic Show**

Box office reaction after the woold's cries crowd oxited dropped grosses on Broadway last week, as expected, but White Horse Inn' built up to a great gross at the Centre-First full week's takings were \$47,700, which tops the starting paces spot more than 20%. Saturday night the 3,381 seater was capacity and Monday (12) afternon (Columbus Day) another excellent house was the extra the control of the columbus Day) another excellent house was the starting and monday fight of the columbus Day) another excellent house was the columbus Day) another excellent house was the columbus day of the first of the columbus Day) another excellent house was the columbus day in the columbus day on the columbus day in the columbus day of the first of the Hame and the current week's six entrants may turn the trick. Last Thursday (3) the first of the Hame and, in four performances, got \$11,300. Show can play to around \$18,500 but there was some weakness anticipated early this week. St. Helena' at the Lyceum drew person of the columbus day of the columb

Your Toes again got 20,000 or more.
With six arrivals this week, there will be 25 shows on the boards by Saturday night. Two withdrawals last week-end, Lend Me Your Ears' leaving the Mansfeld and Bright Honor' stopping at the 48th

ROAD' GROSSES \$10,000 ON NEWARK REPEAT

Newark, Oct. 13.

Against all predictions. Tobacco. Road reach predictions. Tobacco Road reaches and predictions. Tobacco Road reaches a reaches a

Estimate for Last Week

Tobacce Road' (Shubert). (1,970; 50-\$1,50). Return engagement, show having played same house seven months ago for a two-week stay. Cleaned up a bit, with Taylor Holmes in lead. Splendid at \$10,000.

Street. No scheduled closings this week.

Due next week: 'Iron Men,' Long-acre; 'Stage Door,' Music Box and 'Ten Million Ghosts,' St. James (postponed from this week).

(postponed from this week).

Estimates for Last Week

And Stars Remain, Guild (1st
week) (C-914-\$3.30). Presented by
Theatre Guild; written by Julius J.
and Philip G. Epstein; opened Mon-

day.

"Boy Meets Girl," Cort (47th week)
(C-1,059-\$3.30). Holding to improved
pace and should last well into the
winter or longer; topped \$10,000 last

eng.) (20th week) (R-1,486-38,35.). General reaction last week from big trade during world's series but, at trade during world's series but, at trade during world's series but, at the series of the

istin Street next week; no change; \$3,000; Miller may be dark until late next month when 'Country Wife' is diversed, "Gen's and the state of the sta

ience' last week.

WPA

'Help Yourself,' Adelphi.
'Injunction Granted,' Biltmore.
'Horse Eats Hat,' Elliott.
'Path of Flowers,' Daly's 63d Street.

'First Lady' \$15.500, 'Boy-Girl' \$13,000; 'Red. Blue' Starts Well in Boston

'STARS REMAIN' GETS \$14,000, WASHINGTON

Washington, Oct. 13.
Heavy subscription to the ATS season, plus nice notices, sent 'And Stars Remain,' first Theatre Guild show of the year, over to approximately \$14,000 last week at the National.

tional.

Current attraction is Ina Claire's
End of Summer, giving the Guild
subscribers two shows in succession.
Next on tap is Jane Cowl's First
Lady, which, because of its White
House angle, threatens to be a sell-

Hother angle, uncerease of the control of the premiere of Henry Hull in 'Plumes in the Dust' on Oct. 28 at the Capital's only legit spot will give the local season three pre-Broadway shows to two road attractions in the first five goes.

'Mulatto' \$7,000, Cincy

This town's legit activities started last week with the opening of Mulatto' at the Cox theatre. Got a prety good approximate \$7,000 on the week.

Current attraction, and also set for one week, is 'Lady Precious Stream.'

'Red, Hot and Blue, 'new musical at the Colonial, and 'Boy Meets Girl' at the Plymouth, are the new entries here and doing all right. Jane Cowl in 'First Lady,' originally amounced for two 'weeks at the Shubert, has been extended two more because of over his.

theen ownered two more because of total because of the control of two more because of the policy at the Opera House Monday (19); same till bl. at the Hedda Galler. Noel Coward's series of one act plays, Tonight at 8:30, opens at the Colonial Oct. 26, and Beatrice Lillier, Shubert Nov. W. S. On', opens at the Colonial Oct. 26, and Beatrice Lillier, Shubert Nov. W. S. On', opens at the Comment of the Comment o

the Repertory,

Estimates for Last Week

'Bed, Hot and Blue' (Colonial, \$3.30,
five shows). Received enthusiastic
notices with reservations, and
showed strength on the first four
days, \$15.500. One more week before shifting to Broadway.

Ead (Sinder's \$2.15, 24
week). Holding up nicely to about
\$15.000.

\$15,000.

"Boy Meets Girl' (Plymouth; \$2.75, lst week). Satisfactory opening frame, \$13,000, does not indicate it will last the 14 weeks hoped for by the management. Some dissatisfaction with the company.

VARIETY

Plays Out of Town

ABIE'S IRISH ROSE

(Continued from page 60)

(Continued from page 40)
edge. Others are true to type and, in their speaking assignments, after in standard fashion for the down-to-earth homesupunery of mixed creeds.
Audiences anticipate the Lughs Audiences anticipate the Lughs Seen 1st know beforehand that they are supposed to laugh and do so. It is that kind of curbes revival.

Mention of the World War is the Control of the World War is the World War in the World War is the World War in the Wor

for a potpourri of pathos and gurfaws.

Taking everything into consideration, play looks more like a novelty than ever.

Brat.

THE GREY ZONE

Hollywood, Oct. 10. Piar by Martin Molywood, Oct. 10.

Piar by Martin Mooner produced an del.

Bönund Glover, settlings, Ross B, KarniPessented Oct. 5, 50, at Ben Bard PlayBeneauted Oct. 5, 50, at Ben Bard PlayReseauted Oct. 5, 50, at Ben Bard PlayWalliac Gregory, Wallace Findell, Cast

Mystake Gregory, Wallace Findell, Cast

Shumers, Dipk Faxton, Julian Macilion,

Batterton, Barty Bowner Guisen, Tom

Greia Phillips, Claire Monteole, Virginia

Bell, Christian Colby, Cast Canages nightly

gettertoe. Betty Brownies, Gerge Tweell, Greia Phillips, Calier Moneies, Virginia Bell. Carietains Calby. Cast changes algality.

Martin Money wrote Calliets and Rallots for the screen and served a jail sentence in New York because he wouldn't squeal on a newspaper story. With this background, he seems capable of turning out a Zone he fails to club.

Story may have film possibilities but, when presented on the stage, it is too disconnected and complex. It is generally dull. Screen play would have much greater latitude, we will be seemed to the stage, it is too disconnected and complex. It is generally dull. Screen play would have much greater latitude, we will be seen to the stage presentation. The Grey Zone would have much greater latitude, were it to be continued as a stage presentation. The Grey Zone would require at least a revolving stage because of its seven scenes within three acts, and on top of this Story concerns a young lade who marries a prison guard, although a newspaper reporter is in love with her. She moves to the prison reservation, and takes up, her abode. The prison captain the captain's Job, is thoroughly honest.

Two prisoners are sent to fix a plumbing leak Before they leave, the husband. Prison captain ties to pin a murder on the guard and thereby hangs a con in the guard; a house as house hoy, supposed to spy. However, the con takes a liking to the wife and the honest guard and three by man greater is a runty of the house and off-cide love affairs. It is unconvincing and uninteresting.

and James Reach and Tom Taggart, and uninteresting.

Villain is the guard captain, but he is shot by the shouse boy and just is allow the shouse boy and just is allowed by Lew Brown. Now eastiful to the should be shown and the should be should be

Come Home to Roost

Boston, Oct. 8.

William Brown......Clarence Nordatrom
If this simple, transparent, homespun hokus-pocus is box office, then some of the old favorites of the late 20's are red hot for revivals. Roost 20's are red hot for revivals. Roost Originally: tested in a Greenwich strawhat last summer under the tag of 'Home, Sweet Home,' this drab, ineffectual piece concerns the family troubles of Henry Tibbs, a mathematics professor of the University of Wisconsin. Just as the Prof. and their life-planned trip to Capri, and are in the very act of pulling up their stakes, their three daughters heap obstacles in their way, Youngest daughter breaks off her, engagement and the wedding is off; and dre two older married girls simultaneously tiff with help husbands and come Loval. loving parents postone

tiff with their husbands and come home to mama.

Loyal, loving parents postpone their trip indefinitely under this heap o' trouble, but within two days comes the silver liming. It is quite possible that some of the audience foresaw the outcome early in the "Boulder of the substantial of the substa

adamnels may eventually amount; to something.

Herbert Yost plays the prof. as a Caspar Miluetoast; and holds his own with the part. Mary Young tame role as the professor's wife. Greta Granstedt is okay as the youngest daughter. Eva Condon is very good as the maid, and Richard to be theatrical tots with native trouing ability. Philip Truex, son of Ernest; gets by as a judy in for Allegedly Roost' is penciled twort, stay there long—unless considerably rewritten.

FUTURE PLAYS

Bedime of Ali Baba, comedy by Kennedy Kane, announced for ar-rival in New York week-of Nov. 9 for Philip Dunning. Melville Burke

for Philip Dunning. Melville Burke directing.

There Was I, farce adapted from French of Louis Verneuil by Grace George and James Forbes, slated by William Brady to star Miss George. Was tested in Westport, Conn., this summer under title 'Difficulty of Getting Married.' Jose Ruben will stage.

Getting Marriec. Jose Ausei. Mossing the Country, comedy by Melvin Levy, posted as Murray J. Queen's entry this season. Rehearson of the Country of the Coun

the demand for our Sootoneer" goes on and on and onl an Ingenue A hitl And no wonder...with its swanky boot-like silhouette, D'Orsay cut, leather heel... and price! made expressly for 1 - MILLER MILLER 1552 Broadway - Open every night til 9 p. m.

TWO FLOPS OUT

Two new plays dropped out of Broadway's list Saturday (10), 'Lend Me Your Ears' was withdrawn from the Mansfield after playing only on week. Press was weak and so was ousiness after the premiere.

TEND ME YOUR EARS' 'LEND ME YOUR EARS'
Opened Oct. 5, '36. Critics
loaned the ears, but what they
heard wasn't to their liking.
Atkinson (Times) declared 'authors contrived to write a comedy without a sense of humor.'
Other reviews were also unfa-

vorable.

Variety (Char) said: 'Slight prospect that the play can go anywhere.'

Bright Honor' was taken off at the 48th Street after playing two weeks. Notices were mild, with slim chance indicated. Play was first called 'As You Were.'

BRIGHT HONOR

Opened Sept. 26, '36. Anderson (Journal) said, 'It seems pretty dull and paillid and pointless,' and none of the other first-stringers dissented with his

Varlety (Kauf) said: 'Not likely to be successful.'

Hargrove's Cal, Bebut Pasadena, Cal. Oct. 13.

Edward Hargrove, New York stage player, gets the lead in 'The Sorcerer's Apprentice,' next production at the Community Playhouse.

Marks Hargrove's first appearance in California.

Actors From Stix

(Continued from page 1)

(Continued from page 1)

NBC production dept., N. Y.; Mary
Baum, member of the trio Three
Little Words with the Phil Spitalny
ore; Melva Forsyth, singing on a
pair of NBC chain commercials; Sid
Walton, sports describer on WHN,
N. Y.; Stanley Shaw, with another
N. Y. station; Katherine Dierken,
Garry Morfit, Carl Barron and Shelton Young in local broadcasting.

Straight least the Edorais Nollier

ton Young in local broadcasting.
Straight legit has Edmonia Nolley ('Children's Hour'), Judith Myers, King Calder, Louise Platt, Mildred Natwick ('Love from a Stranger'), Tomaso Totani. ('Idiot's Delight'), Gibba Penrose, Eleanor Phelps. Barry Marhool was active, and is understood current in WPA in N. Y. Some girls way, but married in the best several way, but married in the best severy years and relinquished their stage years, are Wilma Lanyon and Helen Gambrill; latter also had a few bit parts in pix.

Gambrill; latter also had a few bit parts in pix.

Musical comedy had Virginia Fox, now lil; Roda Barry, who wed and quit; Esther Case also appeared in musical shorts, but a few years ago married a hotel owner's son and retired. One lad, Mack McCallister, got into 'stage managership after learning something of it here.

Niteries

Niteries received Timmy Dobbins and Eve Swann, socialite singers; Eleanor Etheridge, specially hoofer, and her sister Helen, a warbler. Into vaude went Melbourne Christopher, currently member of Fred Sanborn's act. Francis Swann, after an acting try, now stages Junior League Followith and the country and the same around the country and conducted as around the country, considered a pro career.

country, considered a pro career.
Writing talent developed has been negligible, with only two qualifying. Elmer Grensfelder, who wrote Broomsticks, Amen, produced logological and the state of the stat

Tom Beck, under contract to 20th-fox, has had half a dozen small parts in pix in the last year and a half. Started here, made the grade on the N. Y. stage and was plucked.

N. Y. stage and was plucked.
Incidentally not considered on the
list of 'successes' are Don Kirkley
and Lou Azrael, who tramped the
little theatre boards here and wound
up as drama crix. Unanimous estimate of their trouging is that as actors they're good newspapermen.
Kirkley is on the morning Sun; Azrael, no longer doing criticism, does
a daily column in the News-Post.

Plays Abroad

Transatlantic Rhythm

London, Oct. 2. London, Oct. 2.

Revue in two parts presented by James Donahue; conceived, produced and lighted by Felix Ferry; sketches and lyrics, research and the produced and lyrics, and the produced and lyrics and

Without benefit of a single rehearsal at the Adelphi, with the company, orchestra and others, due to financial disputes, Felix Ferry's show opened 25 minutes after the analysis of the company of the co

attempt at an excuse to introduce them.

Lou Holtz runs through the show and keeps it going in 'typical wise-cracking fashion. Ruth Etting's numbers are distributed throughout the best are distributed throughout the Carl Randell's dancing, and Lupe Velez does intermittent numbers and scenes in different sections.

Buck and Bubbles appear for a moment in the finale of the first part and are next to closing in the second with the control of the control o

Show. The open and expectation, a constraint of the constraint of

Holts's crack about a vacation in Spain refers to the general backstage heeticism attendant to the London debut of Transatlantic Rhythm. Ruth Ettings bowed-out of the ministed after the state of the s

GENTLE RAIN London, Sept. 16.

Play by Denison Clift and Frank Gregory.
Andre. Charlot at Vaudeville theotre. Lon-
Gray BlockettAlan Naples
Gray Blockett
Dovid WincottFrèderick Brausnaw
Nurse Bristow Ferelith Groy
Sister Leonard Barbara Basi
Doctor Lambert Ian Fleming
Sir Francis ReedJulion Royce
Detective-Sergeont Gorme Choriss Borret
Bracegirdle
Risdon Fronklyn Bellom)
PreedyPeter Osborr
Rherhart
Aveggwood
Sir Arthur
Buliett
CarbuitAlca Johnstone
Mrs. JohnstonAnita Colmer
Fisa MartineauLouise Reletor
Mus Davarford Ann Forms
Mrs. BeresfordAnn Farrer Usher Douglae Thompson
Caner

The right to kill' is the thesis of Gentle Rain.' Plays on the subject of whether one has the right to administer an overdose of a sleeping potion, to a suffering, hopeless loved one have often been presented, but never satisfactorily.

one maye comments attisfactorily.

This one suffers from a surefeit of dialog and is harrowing to an unbelievable degree. Premiere audi-

Gilmor Brown Promoted

Los Angeles, Oct. 18.
Gilmor Brown, recently deposed as state director of .Federal Theatre Project activities, is being held on the payroll in an advisory capacity to Mrs. Hallie Flanagan, U. S. director of the projects, and J. Howard Miller, western regional director for 11 states.

George Camput.

George Gerwing continues as state director, with local activities in charge of Ole Ness.

ence was restless, several fainted, and, despite an intelligent production and a goodly percentage of acting, first night presentation was most unsatisfactory.

Nor are the remainder of the percentage which will probably be

Nor are the remainder of the per-formances, which will probably be few, likely to please the customers. Jolo.

Farewell Performance London, Sept. 18,

	garian of Lajos Zilahy. Produced by Irone
	Hentschel at Lyric Theatre, London, Sent
	10. '36.
	Mrs. Mandy Ethel Coleridge
	Capt. Michael Torday Griffiths Jones
	Tina Gerling Mary Ellis
	Du Wada "
	Dr. Kada
	Hanno Gruber Mary Goskell
	Mr. Pick,
	Branmer A. Tarver Penna
	Mrs. Palmal Margaret Rutherford
۰	mis. I amout
	Antoine Dennis Shand
	Antoine Dennis Shand Lillan Elizabeth Adair

Asily plot that cannot possibly interest an audience.

Temperamental actress, suspecting her doctor is not telling her the whole truth, disguises herself as her mother, and asks him what is the physical condition of the daughter, mother, and asks him what is the physical condition of the daughter, and the second of the control of the

her sweetie and dies in his arms in her dressing room.

Mary Ellis does some protean stunts, reminding of the late Ben Welch following a quick-change artist in vaudeville years ago, who announced to the audience he played Il parts—all of them alike.

OVER SHE GOES

London, Sept. 24.

ohnny	John Flatro
Pamela	Adele Dixo
Lord Harry Drewslen	Erle Fewest
Kitty Deardon	Saliv Gra
Billy Bowler	Laddle Clli
Commy Ta her	.Stanley Lupin
Dolly Jordan	reddie St. Deni
Alics Mayhlll	Barbara Franci
ilar Morner	Barry O'Nell
Lody Erice Drewsden	Dorls Roger
napector Glffnock	Svd Walke
Sergt. Ollver	dehard Murdoc
The Body	Fred Hearn

toto.

Lyrics are cleverly and incisively pointed; music reminiscently original, and the entire cast completely selected and provided with suitable material.

American Academy of Bramatic Arts

Founded 1836 by Frentlin H. Sarpan THE first and foremost in-stitution for Drametic and Expressional Training. The in-struction furnishes the essen-tial preparation for Directing and Teaching as well as for Acting.

Fall Term Begins October 26 Catales of all Courses from the Secretary Room 247-J, Carnegle Hall, N. Y.



25 IN THE COIN-LONDON

Mogador, Eighth Paris Straight Vaude House, Opens: 8 U. S. Acts

Still another music-hall will open to a Paris already crowded with this geider of entertainment during the coming weekend. This time it is the Mogador, which will offer a straight 100% music-hall program.

Mogador makes the sighth house now operating here on a straight music-hall or variety program. These are joined by two circuses and three houses with revues. Under the new management of Teddy Ebrenthal, this 2,000-seater is opening with eight Americans

three houses with revues.
Under the new management of Teddy Ehrenthal, this 2,000-seater is opening with eight Americans topped by Lucile Page at prices slightly below competitive figures in the same field. Sixteen acts make up the strong opener.
Unailtie most of his competitors, Enrenthal and of his competitors, Enrenthal workends and is advertising that a certain number of cars will be placed at the disposal of the customer so take them home free of charge after the show. This will be worked like a lottery or raffle, each customer being given a number, with the lucky ones getting the free rides. He is starting with six cars.
Americans appearing on the opening bill are: Lucile Page, Joe Jackson, Dayle Seed, Jack Janis, Lillian Wyonne, Gloria Mausier and Indus Hollingsworth, latter two coming from Earl Carrol's Monte Carlo Girls, who stayed over in Paris when the remainder of the trouge went home. Remainder of the frouge went home. Remainder of the fore went home. The first time; Durvalles in a comedy sketch with Armand Edwidth and Carlo Girls, Bosses and Bestein; has Scheller and Partner, and the Chimpanaze Club. Fred Mele, former pit conductor at the Alhambra, has been engaged to swing the baton.
Frank J. Gould is believed to be financing the venture. It is known that Gould was financially interested when the Mogador opened earlier in the year as a cinema and closed after a short try.

BERLIN PLAZA **UNDER HAMMER**

Berlin, Oct. 4.

Berlin's largest pop vaude house, the Plaza, came under the hammer. House, a 3,000 seater, opened in 1927 under Jules Marx of the Seala and was considered a gold mine, with two shows daily except Saturdays and Sundays, when an early matinee was thrown in. Biz always capacity, due to good shows, cheap admish and no opposition.

Trouble started in 1930 when Jules Marx got in a ""

Trouble-started in 1930 when Jules Marx got in a jam through one of his other houses, the Drei Linden, Leipzig, and ready cash was needed bâdly. He rented the house to the Rotter Brethers, who then controlled eight legit theatres in town and advanced Marx the rent for two years. Folicy was changed by the Rotters Folicy was changed by the Rotters and permanded so ever allowers.

Policy was changed by the Rotters to operetfa and remained so ever since.

With the exit of the Rotters from Berlin, house was taken over by the municipality, with poor results. Building is owned by the State Railway. Oc., claiming enormous debts in taxes and rent.

TOUGH DECISION

Melbourne, Sept. 17.

Sir Ben Fuller can't make up his aind what to do with his Bijou site. the has offers to turn the premises to a drygoods store, a pic theatre, legit theatre, and a telephone exhance.

a legit theatre, and a temporaries change.
Site is one of the best in Melbourne and was formerly the home of Fuller vaudeville, way back in the dim and almost forgotten past.

'GOING PLACES' IS IN

Whitley-Riscoe Revue Lands tion for June Knight

London Oct 13 'Going Places,' new Clifford Whitley-Arthur Riscoe revue at the Savoy, opened Thursday (8) with Riscoe and June Knight starred Show got a sock reception, and is in

At the conclusion of the performance, Riscoe stepped forward to make a speech and was promptly booed by the gallery, with shouted demands of 'We want June Knight.' Riscoe attempted to quiet the crowd but couldn't get his thanks out without bringing the American girl out first. She saved the delicate sit-

without bringing the American griout first. She saved the delicate situation by thanking the audience and
saying that were it not for Riscoe
and Whitler she would never havesing Riscoe and making the gallery
birds happy.
Olga Bacianova also scored pleasantly.
"Charles the King opened at the
Lyric Friday (9). It is a well-acted
and produced historical play by
Maurice Colburne, starring Barry
Jones. Was impressively received by
the first-nighters. Will be heavily
attended by the intelligentsia, and
has an even chance of grabbing some
trade from the general public. Gwen trade from the general public. Gwen Frangcon-Davies is in the support

ITALIAN LEGIT BIZ UP 10% OVER LAST YEAR

Bigger and better efforts continue here to get the Italian theatre indus

try, as well as the new Italian infant film industry, to stand on its feet without foreign help. This year neet without foreign help. This year prizes will be given at the end of the theatrical scason to the companies who have given the largest number of Italian plays, or rather—who have included the largest percentage of Italian plays in their repetroires.

To cheer the industry on follow-

of these the industry on, following statistics have been released: in the 1934-735 season, 2,507 performances of Italian plays were seen on Italian stages, and 2,130 by foreign writers. But in the last theatrical season, 1935-736 there were 3,232 performances of Italian pleese and only 1,479 foreign ones. Another proof that the Italian theatre is on the up-grade is furnished by the fact that while of Italian theatre is on the up-grade is furnished to 15,630,000. The figures for the 1934-735 season and 1935-736 show an increase of 10% in the earnings of the latter season over the former.

Catalonian Gov't Backs Play on Social Disease

Barcelona, Oct. 2.

Unique Syndicate and Public Amusement Economic Economic Economic Economic Company of the Public Amusement Syndicate and Public Amusement Syndicate Syndicate

Set New 'Crazy Show'

London, Oct. 13.
George Black is already at work framing his next Palladium 'Crazy Show,' due in September.
Will Mahoney will head the cast.

ONLY 7 FLOPS IN 32 SHOWS

'Blackbirds' \$13,000, 'Call It a Day' \$10,000, 'Care-\$25,000, less Rapture' 'Okay for Sound' \$25,000 'Over She Goes' \$17,500 'Swing Along' \$15,000, 'Whistle' \$15,000

BUT SEVERAL CUTRATES

Despite newcomers to the autumn legit field in the West End having proved a goodly percentage of failt growed a goodly percentage of failt End show filed are very healthy. Biggest surprise flop was the new Jack Waller-Moss Empires musical at the London Hippodrome, Cern the Provinces, but Londoners falled to see it, and it now folds after a fornight, setting Moss Empires and Waller back to the tune of apringht, setting Moss Empires and Waller back to the tune of apringht, setting Moss Empires and Waller back to the tune of apringht, setting Moss Empires and Waller back to the tune of apringht, setting Moss Empires and Waller back to the tune of apringht, and the surprise is a couple of flops experienced by the new producing corporation recently formed black. An enemal These are When Arnell These are When Arnell These are Which proves that here as telewhere, first counts, Minor flop was 'Girl Unknown,' starring the German actress Lucy Mannheim. Here again the cast was found adequate, but the show meeter and the £1

the cast was found adequate, but the show mediors.

Estimated Grosses

'After October,' Aldwych (25th week). Making money on a two-for-one basis. Doing around 45400,

"Anthony and Anna," Whitehall (47th week). Mout the longest run in the West End, and the only show playing on a co-operative basis. Has made money, and still yielding nice returns at \$4,250.

The standard of the control of the co

12 Barcelona Legits Open on Co-op Basis: Grosses and Salaries Up

oreak. Closed Oct. 12, with new how already in active rehearsal.

show already in active rehearsal.

"Lady Precious Stream," Savoy
(96th week). Has made pots of
money, as the expense is coffee and
cakes. Even if it does around \$2,50)
per week, it can still profit. Complimentary tickets are going around
in batches, with the condition that
holders must dress.

weekly, which is out of danger.

Murder in Account, Winter Garden (2d week). Not likely to stay
much longer, despite very small
overhead, Doing very little, with
conservative estimate of \$2,000 per

week.

'Okay for Sound,' Palludium (5th week). Capacity at all 12 might shows, with near capacity at the shows, with near capacity at the common control of the common control of the common control of the common c

Barcelona, Oct. 2.

Official report of the first five weeks of Barcelona's socialized theatre points out an increased rate of employment among performers and steadily improving grosses. With the upped take, wages also underwent a corresponding lift, since all the theat of the committee of the Syndicate of Public Amusements tabulates the gross intake of Barcelona's 12 theatres in chronological order.

Week of Aug. 15–21, approximately \$22,735, with a base wage of about \$15 per actor, from star to stage-hand; week Aug. 22, \$31,088 and \$20.46; week Aug. 23, \$78,812 and \$30.66; week Sept. 12, \$42,922 and \$30.60; week Sept. 12, \$42,922 and \$30.60; week Sept. 12, \$42,950 and \$20.00 pollimb of grosses for the last two week sept. 12, \$47,550 and \$20.00 pollimb of grosses for the last

\$29.60. Sharp climb of grosses for the last two weeks tabulated is explained by the inauguration of night shows in all Barcelona's theatres. It is noted, however, that out of the 12 houses in operation only four are showing a profit. Others are just limping along.

SYDNEY YENS **LEGIT HOUSE**

Sydney, Sept. 15.
This city is crying for another egit theater. Williamson-Tait operate the only legit house to a popu-This city is crying for another legit theater. Williamson-Tait operate the only legit house to a population of around 1,246,000. And for some time now city has witnessed only revivals of pre-historic musicals.

musicals.

Last New York show booked in was 'Anything Goes' and it went after a few weeks, probably because of poor casting. Present attraction is 'Yes, Madam,' which has already been seen in Melbourne and Brisbane.

of poor casting. Present attraction is 'Yes, Madam,' which has already been seen in Melbourne and Brisbane.

Six Ben Fuller has been trying to get a break in the legit field for the control of the cont week). In the money and showing excellent profit, with grosses a steady \$3,000 per week. Looks good till early next year and maybe even the floating the profit of the pro

Space-rate Arrangement
Harry Haller, drama and pix ed
of the Baltimore Sunday Sun, currently spending a month prowling
the Coast film factories, is out there

on an unusual arrangement with his

Ernst Toller in N. Y. Ernst Toller, noted German play-wright in exile, arrived in N. Y. Oct 12 from England for his first visit in 10 years. He will speak at Mecca temple, N. Y., Oct. 30 on Hit-

Mecca temple, N. 13, Vol. 10 and left.

His most recent play, titled 'NoMore Peace,' was produced in London last spring. A collection of seven
of his plays, including 'Man and the
Masses,' produced in 1923 by the
Theatre Guild, was published last
serping.

CHATTER

Sam Dashiell, former U. P. man

pic.

Theatrical press unit of N. Y.
Newspaper Guild is throwing a party
at the Fifth Avenue playhouse
Nov. 7.

Muriel Bahcock from the theatri

Richard Powell, assistant drama and films critic of the Evening Led ger and special interviewer, has solo a story to Collier's to appear in No

vember.

Herman Wise, music and art crick of Detroit Free Press since 1929, her resimed to take over publicity directorship for Detroit Symphony ork.

tember.
O. O. McIntyre and Will Rogers, both handled by McNaught, were, during Rogers' lifetime, the most widely syndicated. Firm would never state which was ahead. McIntyre is tops now.

162,450 Test Subs

Time, Inc., bought the 53-year-old humorous weekly Life last week for humorous weekly Life last week for the puppose of using that name for its new picture mag, due out in No-vember. Subcaption will probably be 'Show Book of the World.' None of the humorous features of Life will be retained.

of the humorous features of Life will be retained.

Time has been soliciting subscriptions by direct mail from both its subscription lists and Fortune's having sent out 435,000 letters asking for charter subscribers. First replies to a proposal declaring we'll publish if and when you subscribe has brought a phenomenal return of head to be a subscriber of the subscriber

onse, Mag has also been tested for Mag has also been tested for format; content, etc., and three rehearsal dummies have been issued so far. Size of the book is tentative-ly 14x10½ inches, and contains about 82 pages, all coated stock. It is definitely a picture mag in contrast to the revamped Mid-Week Pictorial which has gone in more for illustrated editorial content. Mag will undoubtedly rely frequently on Pictures, Inc., Time and Fortune's ownsubsid for its pictures. Picture editor is Daniel Longwell. Tkehearsal, as the dummy is titled, promises great things and at 10c a copy should lead the news picture mag field once it swings into action.

iead the news picture mag field once its wings into action.

William H. Haskell Dead William H. Haskell, 57, theatre critic of the Albany Evening News and The Knickerbocker Press, died suddenly Cd. 7 in the home where he was born. Haskell hed written he review of West Meets Earth of the critic, had turned it in to the Knickerbocker Press copy desk, and had gone home to dinner. He was stricken a few minutes later, dying before a doctor arrived. Haskell broke into the newspaper business nearly 30 years ago by writing reviews of plays and submitting them to Mrs. Mary A. Worsnick, then critic of the Albany Argus. When Mrs. Worsnick et Albany to go with a New York newspaper, she recommended Haskell as her suncessor. He we ent with the Knickerbocker Press when the News was established in 1921.

Beside his music, drama and picture reviews, Haskell wrote the Melting Pot delly editorial page column in the Knickerbocker Press, and a daily radio column in the Evening News under the title of The Listener.

Cinema Arts Gratis Preview

Cinema Arts' Gratis Preview

Cliema Arts Gratis Freview
Continuing the spectacular production style of his brother, D. W.
Griffith, for whom he was gen'l
mgr. A. Griffith Grey brought out a
preview of his de luxe fan mag.
Cliema Arts, last week. Edition of

Cinema Arts, last week. Edition of 3,000 was distributed graft to the picture trade and advertising executives. It cost approximately \$1.10 to print each issue. Entirely devoted to films and the Entirely devoted to films and the film industry. It is a lavish job. It is bound with spiral wire and printed on Ilm stock. Publication will appear in January and self for .50c.

will appear in summer;
for 50c.
Graits' issue is date-lined September, although just distributed. It's of an odd size, 17 inches wide by 14 deep, reminding of a film orress book format. E. A. Tropp is editor.
Almost every major film company receives a builder-upper, including its executive personnel's photographs. D. W. Griffith, also comes in for a fair share of printer's ink.

S.H. Buys Memphis Daily
Scripps-Howard has accuired
common of Memphis, Tenn., Commercial Appeal, one
of the South's leading newspapers.
Statements by James Hammond, retiring president and publisher, and
John H. Sorrells, executive editor of
the—Scripps-Howard newspapers,
did not reveal the terms of the sale
The Commercial Appeal, with a
daily morning circulation of approximately 123,000 and a Sunday
circulation of approximately 138,000,
is an outgrowth of the old Appeal,
established in 1840,

Esquire's 'Coronet'

Esquire's 'Coronet'
Esquire will launch an unusual
new little mag on Oct. 23, called
Coronet. Its subtitle, as magazine of
infinite riches in a little room.' It
will be a pocket size monthly containing 200 pages, 36 of which will
be in color. Arnold ringrich will
be in color. Arnold ringrich will
be in color. Arnold ringrich will
be in color and the color of the color
will include general stories,
humon, pictures and an art connoisseur's section; 35c per copy.

Best Sellers

Best Sellers for the week ending Oct. 10, as reported by the

'Gone With the Wind' (\$3.00)	By Margaret Mitchel
'Drums Along the Mohawk' (\$2.50)	By W. D. Edmonds
'American Flaggs' (\$2.00)	By Kathleen Norris
'Whiteoak Harvest' (\$2.50)	.By Mazo de la Roche
'Enchanted Voyage' (\$2.00)	By Robert Nathan
'Big Money' (\$2.50)	.By John Dos Passos
Non-Fiction	

Man the Unknown' (\$3.50) By Patience, Richard & John Aboe

Man the Unknown' (\$3.50) By Alexis Carrell

Wake Up and Live' (\$1.75) By Dorothea Brande

An American Doctor's Odyssey' (\$3.50) By Doctor Victor G. Heiser

Heads and Tales' (\$5.00) By Doctor Victor G. Heiser

The New Pictorial
Revamped Mid-Week Pictorial,
sold by the N. Y. Times to Monte
Bourjally, former general manager
of United Features, made its first
appearance last week. Publication
aims to be a news weekly picture
mag as compared with former strictly roto treatment of pics. First issue
has 66 large-size pages with fourcolor process cover. Contents include more 'han 30 stories, teaturing
a number of name writers: Heywood
Broun, Deems Taylor, Louis Adamic,
Studft Chaes and Control and on
the staff. Articles are well written,
makeup is good, but pics, while well
chosen, suffer from type of paper,
finished newsprint, the same as the
N. Y. Times Book Review and mag
sections. At a dime a throw it's a
lot for the money.

Runyon Stalls Plo Offer

Runyon Stalls Pto Offer
With Harry Hershfield set for Hollywood, a Coastward migration of
Hearst feature men was indicated,
but Damon Runyon has decided to
remain in New York. Runyon was
made a flattering offer by Paramount,
but postponed the deal indefinitely.
He has been commissioned to that
work will take precedence over the
picture assignment.

ben Bernie and Walter Winchell are scheduled for appearance in a Darryl Zanuck feature, shooting being dated around the first of the

Court Bars Anti-Hearst Stickers U. S. District Court in Washington upheld the Postoffice Department on its refusal to handle in the mails letters bearing stickers smeared with the legend 'I Don't Read Hearst.' Or the grounds that the stickers violated

the grounds that the stickers violated postal regulations by intending to reflect injuriously on conduct or character of another, P.O.'s ruling was supported in the court. One D. N. Shoemaker, of Washington, had evidently started a one-man campaign against the publisher, and in the publisher, and the publisher is mail upon which he had been clamping his stickers. Shoemaker took the matter to the court.

Biz Digest, New Monthly
New monthly, the Business Digest, is slated for November start.
Traffic Service Corp. is the publisher, which for almost 30 years has published the Traffic World and allied periodicals.
Henry A Pulmer will edit the new Business Digest as he has the other Traffic periodicals for the past 22 years. Robert J. Bayer will be associate editor. No advertising matter in the B. D.

N. Y.'s New Graphic

New York has another tabloid
called the New York Graphic, former Bernarri Macfadden daily tab
having had the title of Evening
Graphic. It is a weekly given to
exposure stories and circulated in
Brooklyn for its first four editions.
Sheet will be offered around Manhattan starting this week. Plans are

hattan starting this week. Plans are for turning the new Graphic into a daily, probably after the first of the

Vanderbilt's Rong

Vanderbilt's Bonus
Fulton Oursler, editor of Liberty,
has upped and agreed upon \$85,000
figure for a serial by Cornelius Vanderbilt, Jr., providing it's delivered
to him by Xmas.
When Vanderbilt got back from
his year's round-the-world jaunt, he,
had a number of writing assignments to complete, hence the bonus
idea from Liberty mag if the serial's
delivered in time. lelivered in time.

Chi Times Ups Rates

Due to substantially increased cir-culation the Chicago Daily Times tab has put through a rate upping throughout its advertising setup.

General increase figures at an average of 5c a line.

Nathan Softening?
George Jean Nathan, self-appointed (and generally accepted) high potentate of current drama criticism, gets off another book-full of sane if showy chatter in 'The Theatre of the Moment' (Knopt); \$2.50). Long ago Nathan found out that a good way of making himself the top guy among the guys who know is to say 'No' constantly and loudly. He's been saying 'No' ever since. Nathan's getting softer with the years. There are actually, now, a few things he approves of and fosters—a few such things, that is, as his fellow connoisseurs (if that is the word) approve of. But they are not many. And his easy to red. And easy. And his easy to get with And, always, his is good, clear, incisive writing.

Promising First Novel

on an unusual arrangement with his sheet. Getting no expenses, and salary only first two weeks; paying own during final fortnight.

The Sunday Sun agreed that when he returned the sheet would buy whatever stuff he offered that the chiefs thought worth carrying, and would buy at rates proportionate with those it would pay for same stuff from source outside rags own staff. Haller also got paper to okay any effort on his part to peddle pieces to any other periodical in which he might find a market. Promising First Novel
George Milburn, known hitherto
primarily for his short stories, wanders into the novel field with 'Catalogue' (Harcourt-Brace; \$2). It is a
successful excursion and much may
be expected of it in the future. Reminding strongly of 'Winesburg,
Ohio,' Milburn tells another story
of one of those American mid-west
small towns. It is sharp writing,
keen observation and intelligent porthaiture poured into a convincing
mold.

urature poured into a convincing mold.

Milburn makes one serious mistake by dragging in an unnecessary lynching and handling it in too obvious a manner, but outside of that his tale flows smoothly. Using the catalogues of big stories for tieup purposes, he tells the stories of various citizens in the small town back of the various small purchases, And, fortunately, he doesn't strain that loo much. Milburn's next book is the one to watch. It should definitely establish him in the front ranks of writers—or as an also ran. Not for films.

Sam Dashiell, former U. P. man, writing his memoirs.

Marion, Neville appointed literary critic for Inland Topics.

Harper's eighth, biennial prize novel context classes behavior of the context of the season of the context of the c

never completely convinces. Author didn't spend enough time-or gives that impression, at least—with his characters and scenes. He jabs and ducks, rather than socking and following through. Not for films.

sentially, of course, just a ga yarn, but it carries a lot of fine

yarn, but it carries a lot of fine writing.

Unfortunately, no matter what you do with a story of this kind it is still just a gangster story. Also, Cunningham is inclined to Sentimentalize his boy, using a Robin Hood basis for the character. Thus he builds up to a fast and furious sequence in additional to the control of the control Muriel Babcock, from the theatri-cal department of the L. A. Examiner, is 'n New York to ogle stage plays for Louella O. Parsons. Steve McDonald, florist at the Metro studio, has had his second novel accepted for publication by Crowell Publishing. Titled 'Hit and Run.' visitors

isitors, etc. Mr. Hays wouldn't even think

Fiction and Films

By WOLFE KAUFMAN

Nathan Softening?

Fine the Rah-Rah Days
Fine material and a good subject
are muffed in To the Victor, by
Herbert Byer (Doubleday-Doran;
32). Satire, it tells the story of what
happens to college heroes when they
leave college. Allegedly they head
directly into oblivion.
It's the first college football story

told from the reverse view in a long time, and has a lot of good writing in it. But, in toto, it is cold and never completely convinces. Author

Gangster Story Based on the story and legend of Pretty Boy' Floyd, William Cunningham' has taken a lot of trouble with his book, 'Pretty Boy.' It is es-

of it.

Omnibus of Crime.

Something really new by way of crime reading is "File on Bölitho Blane" (Morrow \$1.95). It is called the "first crimefile" 'Irdicating there will be more—and a good idea, too. Written by Dennis Whealley and planned by I. G. Links, it consists of an allegedly complete dossier on a crime. Clues, reports, 'photographs, etc., are presented one after the other in facsimile. Final chapter, sealed, is the answer.' In this particular book, the answer's much too easy and obvious from the first few minutes. But it's, a good stunt, and, fun, just the same. Story, incidentally, has film possibilities.

Jeffed the complete of the co resimed to take over publicity directorship for. Detroit Symphony ork. No successor named as yet.

Linton Wells and his wife, Fay Gillis, are in Hollywood for three months. Wells will continue his N. Y. Herald. Trib yarns while the missus will do mag features.

Morton Thompson, who's been running a column in the Hollywood Citizen News, where panning W. R. Hearst is a career, has joined the N. Y. Journal's feature writers.

Harry Haller, drame ed on Baltimer and the summer of the Symphosis of the Symphosis will be the summer of the Eye's Sun Balto, has returned from a month on Coast. Frederick Hazlett Brennan was the only sucker to fall for the 'formal' billing at John Hammell's St. Patrick's Day party in L. A. which didn't get started till last of September.

O. O. Melntyre and Will Rogers.

By EPES W. SARGENT

By EFES W. SARGENT

Much Moralizing

Kingdom in the Cactus (Doubleday, Doran, 43) classifies as a western
because of its locale, but it is not
the usual bronk drama. Charles
Alden Selizer tells the story of a
world war hero who come at last to
save the story of a
world war hero who come at last to
save the story of a
world war hero who come at last to
save the story of a
world war hero who come at last to
save the story of a
world war hero who come at last to
save the story of a
world war hero with come at
to his death the hero's brother. It
turns out that his belief is wrong
and the boy not only volunteered,
but demanded to be appointed to a
forlorn hope.

Meantime the hero has softened
under the influence of a girl and
has given up his plan of vengeance.
Story is so patterned it telegraphs
its punches and there is never much
suspense. And it is overloaded with
moraling about the deadening afpicture.

A story with a Hollywood back-ground and without the usual local color is as much news as the man who bites the dog. In 'Red Pavilion', 'Doubleday, Doran; \$2), Pauline Stiles keeps out of the studios, merely using a star as her hero and telling a sane love story. Roger Mallard-lost the hearing in one ear during service in the

Roger Mallard lost the hearing in one ear during service in the trenches. Hearing in the other ear is destroyed by his wife. He joins a silent motion picture venture and when talk comes in his foster-dather and mentor, with incessant drill, keeps his yole enormal. Later, Mallard quits the stage and finds his most constant of the story commands intelligent interest. Probably not a picture.

interest. Probably not a picture.

From Theoritx
monthly contribution of the books sid the act to the theority bears and the property of the p Country girl who comes to the city and progresses from a manicure to being the unknown blonde in framed divorce cases. Hot, but not par-ticularly interesting. Neither will do for pictures.

Robin Hoods in modern dress. Newest addition to the clan is, a gent known as The Falcon, and he bows in via 'The Falcon, strey,' by Drexel Drake (Lippincott; \$2). There's a lot of shooting, a lot of excitement, a lot of action, but it's all pretty brainless. For such readers as don't worry too much about logic, it's fine. Not for films.

S. S. Van Dine writes an introduction to Richard M. Baker's 'Death Stope the Manuscript'. (Scribners; \$2), recommending it highly. After leading only a few pages, the reason is obvious, Baker, a new writer, introduces as his chief sleuth a gent named Russell Franklin, who is almost as big a pain in the neck as Van Dine's own Philo Vance. Life talks a lot about all sorted of the pages, a lot, prances a lot, but gets pages, a lot, prances a lot, the services and of these who don't mind the phoney characters. Not for films mind the phoney characters. Not for

films. George Worthington Yates is a new whodunit spinner who may be heard from. His first, There Was a Crooked Man' (Morrow, \$2), goes: places. It's actiony, fast and smark. Spotted in building suspiciously spotted in building suspiciously control of the supplication of the suppline of the supplication of the supplication of the supplication o

catagory it's not much of a book. All about the poor gent who gets framed by the roughnecks in the Yukon, hits the trail, finds the guilty gent and sees that justice is done. Not for pix.

There have been many characters of the N. Y. Oct. 7 with O. B. Donaldson, of the N. Y. Times, presiding, and the field on annals who are sort of in gas provisional see'y.

Comparative Grosses for September

(Continue from page 13)

BUFFALO

	Sept. 3	Sept. 10	Sept. 17	Sept. 24
BUFFALO (3,600; 60-10-50) High, \$42,000	Mary of Scotland \$12,500	Gen. Died at Dawn \$14.000	Piccadilly Jim \$12,000	Anthony Adverse \$16,000
Low., 8,300	7	*******	, , , , , , , , , , , , , , , , , , , ,	410,000
CENTURY (3,400; 25-35)	Chan at Race Track	My American Wife	36 Heurs to Kill	Satan Met Lady
High. \$21,660	and	and	and	and
Low 3,200	Little Miss Nobody \$6,500	Son Comes Home \$7,900	Border Patrolman \$7,000	Easy Money \$7,600
HIPP (2,400; 25.40) High. \$22,000	I Stand Condemned and	Yours for Asking and	Girls' Dormitory \$8,600	Brother's Wife \$5,600
Low. 3,600	Educating Father	Bunker Bean \$7,400	40,000	40,000

CINCINNATI

	Sept. 3	Sept. 10	· Sept. 17	Sept. 24
ALBEE (8,300; 33-42) High, \$35,560 Low., 5,800	Gorgeous Hussy \$22,000	Swing Time \$25,000	Road to Glory \$13,000	Give Me Your Heart \$11,000
PALACE (2,600; 35-42) High, \$28,000 Low. 4,500	Last of Mohicans \$10,000	Texas Rangers \$13,000	My Man Godfrey \$13,000	Stage Struck \$11,000
LYRIC (1,400; 35-42) High. \$28,900 Low., 1,800	Sing, Baby, Sing \$5\500 (2d run)	Yours for Asking \$5,000	Walking on Air \$4,000	Road to Glory \$4,000
REITH'S (1,500; 20-40) High. \$22,100 Low. 3,000	China Clipper \$6,500	My American Wife \$4,500	Two in Crowd \$4,000	My Man Godfrey \$6,500

SAN FRANCISCO

	Sept. 3	Sept. 10	Sept. 17	Sept. 24
PAEA- MOUNT (2,740; 30-35-40) High, \$37,500 Low. 5,000	My American Wife and Satan Met Lady \$15,000	Gen. Died at Dawn and Lady Be Careful \$18,000	Gen. Died and Lady \$10,000 (2d week)	Piccadilly Jim \$16,000
GOLDEN GATE (2,850; 30-35-40) High, \$26,000 Low., 5,400	Second Wife \$23,000 (Stage Show)	Mary of Scotland \$21,500	Swing Time \$26,500	Swing \$18,000 (2d week)
ORPHEUM (2,440; 30-35-40) High, \$27,000 Low. 2,100	Always Tomorrow and Postal Inspector \$5,700 (2d week)	They Met in Taxi and Two-Fisted Gentleman \$6,000 (6 days)	My Man Godfrey and Yellowstone \$18,000	Godfrey and Yellowstone \$12,000 (2d week)
WARFIELD (2,670; 25-40-55) High. \$57,490 Low 8,200	and	Texas Rangers and Star for Night \$18,000	Stage Struck and Straight from Shouider \$11,500	China Clippe and Back to Nature \$13,000

MONTREAL

	Sept. 3	Sept. 10	Sept. 17	Sept. 24
PALACE (2,700; 50) High. \$18,000 Low. 4,500	San Francisco \$7,000 (7th week)	His Brother's Wife and Grand Jury \$8,000	Piccadilly Jim and Son Comes Home \$7,800	Gen. Died at Dawn and Pepper \$7,000
CAPITOL (2,700; 50) High. \$30,000 Low. 5,100	To Mary— With Love and Crime Dr. Forbes \$7,000	Girls' Dormitory and Half Angel \$7,000	Poor Little Rich Girl and Human Cargo \$7,000	Sing, Baby, Sing and Chan at Bace Track \$7,500
PRINCESS (2,300; 50) High. \$25,000 Low., 3,500	China Clipper and Satan Met Lady \$7,000	Mary of Scotland and Little America \$8,500	Mary and America \$6,000	My Man Godfrey and I'd Give My Life \$6,000
LOEW'S (3.200; 50) High, \$20,000 Low 3,000	Devil Doll \$15,000 (Duke Elling- ton Orch.) (Vaude)	Yours for Asking \$10,000	My American Wife \$13,000	Public Enemy's Wife \$20,000 (New record high! (John Boles)

DETROIT

	Sept. 3	Sept. 10	Sept. 17	Sept. 24
MICHIGAN	Texas	Stage	Yours for	My American
(4,000; 80-40-65)	Rangers	Struck	Asking	Wife
High. \$58,100		\$29,000	\$18,000	\$27,000
Low. 6,600		(Femnie	(Phil Spitalny	(Major Bowe
	Holm Jarrett)	Folies Unit)	Orch)	· Ams)
	(Stage Show)			
FOX.	Road to	Girls'	My Man	Last of
(5,000; 30-40-65)	Glory	Dormitory	Godfrey	Mohicans
High, \$50,000		\$29,000	\$31,000	\$20,000
Low. 4.000	(Shooting	(George	(Three	(Fred Stone,
	High Unit)	Olsen-Ethel	Stooges)	Connie
	(Stage Show)	Shutta)		Boswell)
UNITED	Anthony	Anthony	Gorgeous	Hussy
ARTISTS	Adverse	Adverse	. Husey	\$9,000
(2,000; 30-40-65)	\$11.800	\$8,700	\$18,000	(2d week)
High. \$27,000	(2d week)	(3d week)	4	
Low 2 600		_		i .

NEW HAVEN

	Sept. 3	Sept. 10	Sept. 17	Sept. 24
PARA- MOUNT (2,348; 35-50) High. \$21,000 Low 2,500	Texas Rangers \$6,800	Gen. Died at Dawn and Three Married Men \$7,600	Gen. Dicd and Married Men \$1,800 (4 days 2d wcek)	H'Wood Blvd. and Lady be Careful \$5,300
POLI (3,040; 35-50) High, \$20,000 Low., 4,200	Road to Glory and Kelly the Second \$8,500	Great Ziegfeld \$13,000	Ziegfeld \$6,300 (2d week)	Gorgeous Hussy \$12,500
SHERMAN (2,200; 25-50) . High. \$16,000 Low. 1,500	China Clipper and Earthworm Tractors \$5,200	Stage Struck and Seven Sinners \$5,000	Anthony Adverse \$8,000	Adverse \$4,800 (2d week)

CONFIDENTIALLY-

Whatever dancing Lily Pons does in 'Le Coq D'Or' at the Metropolitan Opera, N. Y., will be very little, ac-cording to F. C. Schang, her man-ager. A diva cannot hit a high C and gallop at the same time, neither can one indulge in much other exer-cise when on the boards and keep in top singing form.

in top singing form.

Word received from the Coast this Word received from the countries week has it that petite singer will also dance in a mild routine in her new RKO production, still untitled.

George Balanchine will supervise eorge Baianchine w... Met. debut as a terper.

ST. L. SYMPH ON HOOF; WILL TOUR 3 TIMES

St. Louis, Oct. 13. Three tours by St. Louis Symphony ork during coming season will take 87 members and Vladimir Golschmann, conductor, to 25 cities in midwest and south. Itinerary of first tour includes: Auditorium Theatre, Chicago, Jan. 18; South Bend, Ind., Jan. 19; Toledo, O., Jan. 20: Indianapolis, Ind., Jan. 21 and Columbus, O., Jan. 23.

Columbus, O., Jan. 23.

Second tout opens at Purdue U.

Lafayette, Ind. Feb. 15; University
of Illinois, Urbana, III., Feb. 16;
Peoria, III., Feb. 17; Daveaport, Ia.,
Feb. 18; University of Lowa, Iowa
City, Ia., Feb. 19; Iowa State College,
Ames, Ia., Feb. 20; Des Moines, Ia.,
Feb. 21 and University of Missouri,
Columbia, Mo., Feb. 22; close of or
chetrical regular season and will be
its second annual trip into south.

Memphis, Tenn., March 29 will be
first stop.

Memphis, Tenn., March 29 will be first stop.
Ork then moves to Birmingham, Ala., March 30; Atlanta, Ga., March 31; Savannah, Ga., April 1; Montgomery, Ala., April 3; New Orleans, La., April 3; New Orleans, La. April 5; Montgomery, Ala., April 5; Columbia, Miss., April 3; New Grleans, La. April 5; Canada, Marchada, Marchada, Marchada, April 30, Albert Spalding, American violinist, will appear as soloist with orchestra at Atlanta and Savannah.

Grand Opera Broadcast \$25,000 Loss to Uruguay

Montevideo, Uruguay, Oct. 5.
SODRE, official radio station, signed contract with Teatro Colon. Buenos Aires' official opera house, to present here the 'grand opera' company of B. A., conducted by Fritz Busch, Emilio Cooper, Glovanni Panizza and Bruno Marl. Admish of \$6 was too prohibitive. The bulk of the public instead of visiting performances, in which they have to pay for one opera 12 times the price of the first run films, preferred to hear it by radio, as all performances in the official theatre must be broadcast. The loss of SODRE in this contract of grand opera is estimated in about 50,000 pesos (\$25,000 U. S. currency).

Musical Guild's Organizing Drive Will Include Chicago, Frisco, L. A.

Bickford-GN

(Continued from page 2)

National expects to have four in work by the weekend. Douglas MacLean's 'Great Guy,' starrer for James Cagney, with John G. Bly-MacLean's Great Guy, starrer for James Capper, with John G. Bly-stone directing, starts this week at Pathe studio. Second to go is 'Headm' for the Rio Grande, Tex Ritter pic, to be produced by Edward Finney. Robert North Bradbury will direct at International studio.

bury will direct at International studio.

Two now in work are Boris Petroff's 'Hats Off,' producing at Talisman, and 'Killers of the Sea,' shooting off Florida coast, under direction of Raymond Friedgen.

Polluction of Briedgen and Sea, and Johnny Sherwood as assistant to Blystone. Jack McKenzie gets camera with Fred Bentley his aide. Players cast for Cagney's picture include Bernadene Hayes, James Burke and Henry Kolker. Phit Gersdorf, recently publicity director for Sol Lesser productions, has joined the MacLean outfit. Producer also has Ben Carre as art director for his GN series of pictures.

SUNDAY NIGHT SERIES FOR HEBREW GROUP

Series of 13 Sunday night recitals nd 17 Wednesday night film revivals are listed for Theresa L. Kauf-

als are listed for Theresa L. Kaufmann Auditorium, N. Y., under auspices of the Young Men's Hebrew Association. Series is offered at \$5.50 to members, and \$7.50 to non-members, and \$7.50 to non-members, and \$7.50 to non-members, which was a substantial of the Auditorial of the Audi

Film revivals include several for eign pix as well as Hollywood prod-uct. They start Oct. 28. The audi-torium seats 860.

Frisco Adventure Lectures

Frisco Adventure Lectures

San Francisco, Oct. 13.

Belleve It or Not Ripley's collection of oddities will be the first of a series to be presented here by Peter Conley, local impresario.

Billed as an 'Adventure Series, 'Illustrated lectures will be given in the War Memorial. Opera House starting on Monday, Dec. 7. The Ripley, aggregation will be followed on Jan. 7 by Martin and Osa Johnson and on Feb. 1 by Rear Admiral Richard E. Byrd.

'We're on Our Own and So Are You' Speech Precedes 'Lohengrin' at Hipp

Lanny Ross' Concert

make his first concert appearance when he appears in Cleveland's Music Hall either March I or March T as guest soloist with the Crohetts Male Choir directed by Charles D.

Philadelphia. Symphony ork has been booked to again play at the an-nual Ann Arbor May festival next spring, with symph's new conductor, Eugene Ormandy, in charge.

Jose Iturbi will act as guest direc-or of one concert, and will also ap-ear as a soloist.

Management of pop opera at New

58, reported grossing \$14,000 at 99c.

top.
Wagner's "Tannhauser" will be given at a later date as item two in

Cross-country drive for members by American Guild of Musical Ar-tists, Inc. gets underway the end of this month, when Leo Fischer, sec-retary, swings westward for a five-week look-see. Stop-overs will be in Chicago, San Francisco and Los An-

geles.

Coast music conditions in particular are to be surveyed. L. A. and Frisco music people are not organized.

Fisch music people are not ogarized.

Following a visit in Chicago, Fischer spees then to Frisco to be on hand during the opera season there which oness Oct. 30-Roy, 22. Lawrence Tibbett, president of the Guid, makes four appearer ces with the opera, ...d will also be active in instituting whatever plans the organization begins.

Board meeting was held yesterday (13) at which time Fischer outlined his trip to the members. He plans to leave by Oct. 31.

Lily Pons, Mortgage-Lifter, Squares Unused Ducats; Dance to Follow Concert

St. Louis, Oct. 13. Lily Pons, soprano of concert stage, opera and films, will be heard in an operatic engagement at Muni-cipal Auditorium Dec. 2, accomanied by an orchestra, and receipts from concert will be used to pay deficit caused by cancellation of three performances of St. Louis Grand Opera Co. last May. Manage-ment reports that 97% of holders of unused tickets for Gloconda, 'Tra-tal' and opera ball last spring have accepted opera co's, proposition of opera tickets in exchange. Miss Pons program will consist of several arias with usual encorea. Ork will be bationed by Gennaro Papi and will present selections of its own. A dance will follow pro-gram.

TOWN HALL HAS 70 BOOKINGS FOR NOV.

Town Hall, N. Y., has 70 events booked for November. Middown spot has bookings for morning, matinee and evenings practically throughout. Morning lectures by League for Political Education are not computed. November schedule follows:

1-Leonora Cortez, afternoon. E. Robert Schmitz, Eddy Brown, eve-

November Schedung striker,
November Schedung striker,
Le noner ethnick, 28dy Brown, evéning.
Le noner ethnick, 28dy Brown, evénoner ethnick, 28dy Brown, evéPancie Moore, evening.
Le noner ethnick, 28dy Brown, 28dy Brown,
Le noner ethnick, 28dy Brown,
Le noner ethnick,
Le n

Toscanini to U. S. A.

Berlin, Oct. 4.

In order to collect funds for a new and modern Salzburg Festival House, Toscanini has decided to change his

Toscanini nas decided to change man plans and go to America for a number of benefit concerts.

Lotte Lehmann, famous Vienness opera singer, will co-operate with Toscanini on her forthcoming American plants. ica and Australia tour.

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. Vaniery takes no credit for these news items; each has been rewritten from a daily paper.

East

Cyvil W. Toliey and George Moore, both non-pros, in a row over Ethel Atwell, former wife of the actor. Both landed in a Westport, Compail last week charged with intoxication and breach of the peace. An additional charge of attempted sujcide against Moore, who slashed his wrists slightly.

Renewal of subscriptions to Met. up about 40% above last year, Edward Johnson announces.

Jerome A. Jacobs, lawyer, and Raymond Derringer, picture projec-tionist, get prison sentences in the Bannister extortion case. Third man has sentence postponed because of illness.

illness.

Bossy Gillis, erstwhile mayor of
Newburyport, refereed a battle royal
between four wrestlers last week.
The quartet ganged up on him and
he came out a poor fifth.
Ben Bernie's sister, Mrs. Ethel Mulhauer, saing for divorce. Judge
withholds decision, deeming evidence
problematical.

withholds decision, decraing evidence problematical."

Elsie Janis and her husband quit Tarrytown last week to go to Calfornia. She owns a house in Beverly Hills. Philipse Manor for sale.

Andrew McMahon, who pulled a gun on King Edward, suing Gaus on Grand Edward on Song Edward, suing Gaus on John W. Gassner, of Theatre Guild, giving courses in playwriting at Hunter College. 1309 slot machines has every decision of the same should be suited to the same should be suited by the same should be same should be suited by the same should be suited by the same should be suited by the same should be same should be suited by the same should be same should

signed from the worters gair county mission: Feels he cannot serve on you had side.

The side of the s

at the

PARAMOUNT TIMES

HELD OVER
"VALIANT IS THE WORD
FOR CARRIE"
with GLADYS GEORGE

On the Stage: ENRIC MADRIGUERA, JOHN STEEL and MAXINE GREY

BADIO MUSIC HALL

"THE GAY

DESPERADO"

with NINO MARTINI

SEATS 25 TO "ICE CARNIVAL"

SHIRLEY TEMPLE "DIMPLES"

-On the Stage

the first eight 'Vanities,' now gen-stage manager of 'New Faces.'
Winter bathers at Coney Island told they do so at their own risk, since the city cannot afford to put on a life guard for a handful of dunkers.

On the control of the control of the superson of the control of the control to 90 seconds. If it works, other lights will take same pacing.

Pereyr Lawton Rich Royce held in.

lights will take same pacing.
Peggy Lawton Rich Royce held in
\$1,000 bail in Atlantic City as a material witness against Michael Owens,
of the House of Morgan, who assertedly gave her two bad checks for
\$75 and \$50. That got her in a bad
check clarre from a dress shop,
which site squared by returning the
casers.

which sie squared by returning the dresses. LaGuardia and members of his official family made surprice visits to 150 theatres Friday to see how the new child admittance law was being enforced. He visited four in the Williamsburg section and found three okay. At the Marcy there was no matron and the manager was handed a summons, shother house handed a summons, shother fouce closed yesterday (Tuesday) for one day.

day.

John Gross, 40, of Brooklyn, in \$500 bail to answer charges of simble and felonious assault brought by two women. Gross was in the Roxy theatre, when he was, annoyed by nickel for candy out of his mother. He complained to the woman, who, he says, suggested that he change his seat. She tells he then struck her three times and knocked her nice unconscious.

Scotch radio man plans a bro-deast from the Hebrides. they croon to soft music.

they croon to soft music.

Three men slugged and robbed

Dr. James Burlie in the rest rooms
of the Ziegfeld-theatre, N. Y., Sunday night. Got no money, but took
a mechanical hearing device. Men
not located.

not located.

Jack Kirkland and Sam Grisman
figuring on Tobacco Road at New
York fair in 39. Hint it may become an operetta by them.

Sam Gumpertz told Houston newspaper men the Ringling show had its
best season in seven years.

Dest season in seven years.

Newest C. B. & Q. streamlined train to park in Penn station tomorrow (Thursday) and Grand Central on Friday. For the Chi-Denver run when it's through barnstorming.

Four persons injured Sunday

New York Theatres

There's a Betler Show

when Yetta Goldstein'fell out of the balcony of the Strand, N. Y., and Sol Duchowitz dragged after her when he attempted to prevent her orchestra and all four to Polychinic hospital, where they are all reported as doing well. One of the understanders was Irving Zusoman, Broadway pa. Broadway, shows gave Columbus Day mats.
Mustard gas bomb emptied the

undersatioters was Irving Zusonan, Indeersatioters was Irving Zusonan, Only seven Broadway, shows gave Columbus Day mats.

Mustard gas bomb emptied the Times Sq. (N. Y. theatre) Saturday. House is in the Brandt string. But the State of the

Dream Too Much was taken after their storles were rejected. Counter suit filed in L. A. against Esther, Pressman, former screen actress, by Harry Packer, Actress is asking divorce from Packer. Thorse Licked Mary Cassidy Esther in Licked Mary Cassidy Left in the Licked Mary Cassidy Left in the Licked Mary Cassidy Left in Licked Mary Left in Licked Mary

mother.

Emil W. Kruschke, film director, filed suit for divorce in L. A. Claiming she was jilted, Mrs. Grace M. Devlin, former stage actress, filed suit in L. A. for \$15,000 against Robert R. Brooks.

Coast

According to Hollywood police, Cate Paul confessed holding up Apollo theatre in L. A: last week and Uptown theatre in Pasadena, Oct. 4. Cate waived preliminary examina-

tion.

Mrs. Al Rogell, divorced wife of screen director, filed suit in L. A. against him asking \$225 which in-surance company allegedly paid him when her clothes were stolen, and \$210 in income taxes which she claims she was forced to pay when government is actually supposed to collect from him.

claims she was forced to pay when government is actually supposed to collect from him.

Final divorce decree granted Clara Ates from Roscoe Ates in L. A. Out of court's ettlement meached in Out of court's ettlement meached in Out of court's ettlement meached in Head of the Court of the Cour

Patsy Bellamy, screen actress, ... Hollywood. Dolores Costello's divorce decree from John Barrymore becomes final

from J Oct. 24 Suit Dular Prices
M., 12: Allowing
M., 12: Allowing
M. Suit for divorce filed in L. A. by
Drusilla Dunn Cabellini, screen
actions, against Mario Enzo Gabelini.
By Way and 4711b
Gold Star. Mothers adopted ShirOpens 12: A. M.
by Temple as Child of Peace. FCC's Docket

(Continued from page 32)

Continued from page 32)

Day juice-jump from 1 to 2½ kw was recommended for KSO, Des Moines, Ia, by Examiner Melvin H. Dalberg. Boost would bring improved service to 90,000 knob-twisters, Dalberg pointed out, and would result in ambitious program of the control of the control

James D. Cunningham.

Defers to Canada

Efforts of the Ogdensburg Advance Company, Inc., of Ogdensburg, N. Y. to obtain commish authority to transmit programs to foreign countries was temporarily abandoned when applicant withdrew the request in view of a protest filed by the Canadian Radio Commission. Planning to construct a studio at Ogdensburg, at which programs would be produced and piped to CFLC, Prescott, Ontario, the Advance Company hage attempted to get an okay from Canadian radio authorities for its project. Appearance of a respondent, the Ogdensburg Publishing Company, in opposition to the application, made it necessary for Examiner George H. Hill to recommend "Applicant was represented by Noed S. Symons, respondent by Karl A. Smith, John W. Guider and Lester Cohen, and commish by Tyler Berry.

Indie's Credit

(Continued from page 32) business is reflected in the dispro portionate allocation of facilities the former F.R.C. member declared

portionate allocation of facilities, the former F.R.C. member declared. Transmitters owned or leased by webs or affiliated with the three principal chains now have the lion's share of power and time used. by the American industry, he pointed out the line of the lion's share of power and time used. by the American industry, he pointed out the line of the line of the line of the lion's share of power line of the lion's share of power line of the li

day power and only 63,100 watts night power for use by 232 pairtime, independent stations, stated La Fount.

Unequal sallocation further is shown by distribution of part-time facilities, F.R.C. veteran said. Everent stations, including Wu Fee Elevent Stations, but and the sallocation of part-time facilities, F.R.C. veteran said. Everent sations, including Wu Fee Elevent Stations, including the sallocation of transmitters which are having hard steedding. sledding. Warning that independent broad-

Warning that independent broad-casters are faced with extinction, the former government official called for measures to prevent more intensive competition for business. Unless the Commish puts a definite ban on more outlets, the industry will be confronted with need for greater commercialization to the ex-periment of the cast of the cast her cautioned, and advertising rates must be cut in order to sell more time.

99% Coverage

(Continued from page 32)

regionals, greatest group of stations will be aided in obtaining business because their signal strength will be increased 2.2 times and coverage will be expanded, Spearman argued.

increased 2.2 times and coverage will be expanded. Spearman argued.

Since regional stations constitute close to half of all the stations in the country, do half the combined business of the industry, serve the social and economic needs of local trade areas, and cater to the cultural and business needs of these communities, and since the local advertiser pays taxes in the community served by regional stations, contributes to and supports the welfare organizations of the communities of the cultural influence and depends almost entirely on the area served by regional stations for existence; and since the listeners within such areas in return receive concessions from local business men and look to and depend upon them for economic leadership, the Association submits that regional stations should be permitted to increase the intensity of their signals so that the service rendered by them that the service rendered b

Claim National Coverage

Claim National Coverage
Contrasting relative service and
importance of cleared channel and
regional transmitters, Spearman told
the Commish that 500 kw for exclusive frequency operators would not
bring significant improvement in
broadcast service. He pointed out
that both Columbia and National
claim almost complete coverage of
the nation with their present 50 kw
transmitters and regional affiliates. transmitters and regional affiliates. At present Mutual, Columbia and NBC serve 99 81 NBC serve 99.81 percent of the population and 99.78 percent of radio-equipped homes.

Racing Helped

Spokane, Wash., Oct. 13. A total of \$998,264 passed through the pari-mutuel windows during 24 of racing ended this week at fair. Over 155,000 fans paid 40 days Playfair. Over 155,000 fans paid 20 cents admission. It was the track's

Theatre managers counted before they yelled and discovered their re-ceipts were over average for the racing season.

CATCH CARNIVAL MAN

St. John, N. B., Oct. 13.

After searching for 15 weeks, police finally caught up with Chester Kingston, 29, on the lot of the Williams Shows, at St. Stephens, N. B., fair midway. Kingston is a carnival and fair concessionaire. power would bring ruin of many regionals by diverting business and would burden the entire industry with heavy expenditures. Third, duplication on cleared ribbons will involve no technical problems if carried out cautiously but will better program service and coverage by regionals.

By raising night power limit on

WALTER HUSTON in "DODŚWORTH" with MARY ASTOR UNITED RIVOLI "WAY LE



HEATRES





8TH WEEK! Dilly 2:50, 8:50, 8:50, 8:50, 8:50, 9:





Football

By DICK FISHELL

in a weekend of a midseason brand of football, this column is running way over its head in pick-ing 14 winners out of 15 games men-

running way over its nead in picking 14 winners out of 15 games mentioned. In the one instance where we were let down, one of the few upsets of the day did the trick. And of all schools to give us the kayo it, had to be the dear old Alma Mammy up in Syracuse.

There was little scoring in the eastern sector due to the waterlogged turf and the slippery ball.

Fordham and Holy Cross were two aggregations that played with the angels watching over them. Long dashes after interceptions gave them both wins which they did not deserve. But that's part of the game when Fale takes a prominent part.

Colgate-Tulane
The green wave is perennially

Colgate-Tudane
The green wave is perennially football-minded and always turns up with a fast-charging defense and a smooth offense. Undefeated to date, having taken Minssispip and played less tie. And V. Kerre Red Raiders in their one major game went down to defeat at the hands of Duke. Colgate timing was off by a fraction of a second in that game and their swivel-hipped halfback, Whitey Jaeger, should have been loose, on several occasions—but they'll get him out in the open and the northerners should eke this one out.

Navy-Kale

erners should eke this one out.

Navy-Yale

Navy-Yale

Yale with two major wins under

its belt is moving along like a
typhoon, but the sallors have been

just paddling around with the wind

getting ready for the gale that will

blow in from New Haven. Frank,

Hessberg, Ewart and Wilson are

dengerous from any point of the

field and will undoubtedly score.

A pigskin in midalr is a danger-ous proposition, but this column can the awfully thankful that in three instances the leather floated in the coree, just long enough to allow in-terceptions. clean,

Holy Cross-Manhattan

Teams, have never been able to gain much ground from Chick Mechan's line, but once that ball' is in the air the Manhattan backs forget their lessons. Holy Cross bogged down at Hanover last week, winning out despite the fact that they were outplayed. There's so much material there that they're due for a great game. Rex Kidd and Vin Daugherty are two of the best backs of the east. They'll outsmart the green shirts and win. win.

N.Y.U.-North Carolina

N.Y.U.-North Carolina
The Violets are just about catching their breath after their recent sightseeing four to Columbus, O. It wasn't much of a tour, for all they saw was the Ohio State backs zunning by them. North Carolina is only a fair team this autumn, but fair enough to defeat the New York-

Duke-Georgia Tech

Duke-Georgia Tech
The entire south is on fire, with
this game probably deciding the
southern champions. The pod is on
Tech, with the info that they have
the best squad since the Rose Bowl
days of Stumpy Thomason and
Father Lümpin. Duke with that
stellar mentor, Wallace Wade, never
can be sold short, but Tech looks a
shade better.

Penn-Princeton

Fenn-Frinceton

Fenn failed to live up to the advance notices against the Yale Bulldogs. This is the third year of a veteran team. If they haven't started-by now, they never will. It's the initial big one for the Tigers and Jack White will share the passing duties with Ken Sanback, to grab this one by a couple of scores.

Probable Football Winners and Proper Odds

October 17

By DICK FISHELL

CAMES	WINNERS	. บบบธ
Colgate-Tulane	Colgate	5/6
Duke-Georgia Tech		Even
Corneil-Syracuse	Syracuse	5/7
Northwestern-Ohio St	ateNorthwestern	5/7
SMU-Vanderbiit		7/5
Notre Dame-Wisconsin		2/1
Harvard-Army	Army	214/1
Navy-Yale	Navy	5/7
NYU-North Carolina .	North Carolis	na 8/5
Penn-Princeton	Prinecton	8/5
Nebraska-Indiana	Nebraska	6/5
Washington-Oregon S	tateWashington	9/5
	Auburn	
(Pre	dictions based on fair wes	ther)

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Lieut. Hamilton, the Navy mentor, had some grand material last Fall. So much of it that he couldn't assimilate it into one smooth running machine. However, he's patched them together into one of the most formidable teams in the east, so we'll go out on a limb and ride with the

Corneli-Syracuse

The Ithacans were drubbed by Yale and the Orangemen subdued by Yale and the Orangemen subdued by the unheralded Obioans from Bald-win-Wallace. With that record as a background, Cornell should be the favorite, heaten by one of the Big 3. The red team still consist of sopho-mores and we can't get away from that fact, while Vic Hansen has a group of veterans. With no senti-ment attached, Syracuse will bag the ball game.

Northwestern-Ohio State

Northwestern-Ohio State
The buckeyes' highly-touted passing attack flopped miserably against
the Panthers, and their ground game
was almost as bad. A fellow by the
name of Lyn Waldort teaches the
Northwestern students their football and he does it with a fare-theelNorthwestern students and take
Northwestern students with a fare-theelNorthwestern students and take
Northwestern students and take
Northwestern students with a faretheel students with a fare
theel st

Northwestern.

Marvard-Army
Dick Haftlow's a swell fellow. He
had great teams in Western Mgry-land which gave him his Harvard
job. Nothing seems to have gone
with that Harvard job except the

Nebraska-Indiana

Nebraska-Indiana
The Corn Huskers were bottled up
by the very powerful Minnesota
eleven, but they're due to uncörk
some real scoring one of these
weeks. Indiana, undefeated, will be
the sacrifice for Cardwell and his
gang with Nebraska on top.

Washington-Oregon State

Washington-Oregon State
The Huskies are one of the two
best teams on the Western coast.
Oregon State has not an impressive
record, but they'll always be a great
football team. Washingfon should
continue to move through their Pacific coast rivals.

Auburn-Detroit
A dash of inter-sectional flavor
with both these teams unbeaten and Auburn having a tie against record. We like Auburn.

SMU-Vanderbilt

SMU-Vanderbilt
Vanderbilt lost in one of the upsets last Saturday. The Mustangs
looked good against the Rams despite their loss. There's too much
talent in that aerial circus for Vanderbilt to cope with. Southern
Methodist gels the vote.

' Notre Dame-Wisconsin

Fishell's Record

Dick Fisheli, the WMCA sports Diek Finnell, the WMCA sports commendator, who's making the football selections for Variety this semester, is sporting the nifty batting average of .931. In three weeks he has picked 27 winners in 29 games, with a pair of ties bringing his total guesses

to 31.

Fishell is so good, in fact, that
the Vaniery muggs have commenced going to him for advice
on affairs of the heart, bankroll,
etc. If he maintains his average
they may even start asking for
advice on football games.

they may even start asking for advice on football games.

This sheet's staff swore off seeking auch info some years ago, when the football prognostications were originated by the chief mugr, Sid Silverman, who also originated the lateral or reverse guess, sans blindfold, for newspaper purposes.

Run-the-other-way Silverman, street off 100% wrong, and then boosted his average to 110%, also wrong, by misspelling the names of the teams, and finally he prought on his own windup by picking Vassar against the Coast Guard Academy. Just as the muggs werk inding out that the way to clean ding out that the muggs werk inding out that the muggs werk followed by Benny Friedman. Benny perged the games for a couple of seasons, as he-once perged passes to Ooster-ham was followed by Benny Friedman. Henny perged the games for a couple of seasons, as he-once perged passes to Ooster-ham Henny persons, as he-once perfect possess of the persons of

But this guy Fishell is different. Those 27 out of 29 make him so. However, that doesn't go if Fishell muffs this week.

N. Y. HIPP BOWS IN AS PUNCHING PARLOR

By JACK PULASKI

New York: Hippodrome debut as a fight club was a *socko success, for the boys were able to exit at 20 minutes past 10 after seeing three kayos in a row. Top contest was between Joe Louis and George-Brescia, a young Argentine who was sent against the Detroit Bomber about a year too soon. The Gaucho discovered that in the third round. He was counted out on his back. To be the was counted out on his back. To be the was counted out on his back of the was contracted to the was and wike rather discovered Louis, so it was only right to have the colored wonder in the first card. Odds were 8 to 1 on Louis and the betting saps went to wagering on the round the Argentine would go horizontal. For instance, it was 2 to 1 he wouldn't last more than 2 to 1 he wouldn't last more than 2 to 1 he wouldn't last more than show they were dismantling the ring to ready the house for the pop opera which is doing very well weekends.

Then Came the Dawn

Then Came the Dawn

opera which is doing very wen weekends.

Thirround had its big excitement for in the first minute Brescia mixed it up furiously with Louis and the crowd jumped from the chairs, yelling. But the fans were only kidding themselves. Joe planted a right to George's kisser that had the Argentine wobbling around the ring and he went so fast that Louis couldn't eath him. When he did, a left hook sent the South American down on his map. At nine he rolled over on his back and that was that.

Just before the main event Eddie Blunt, 22-year-old Negro, stopped Eduardo Primo, also from below the Equator, in the ninth round. Primo knocked out a guy in Philadelphia recently on the same evening that Louis kayoed Al Ettore and they figured Blunt would take it in stead. Primo got a pasting all the way. They do say Breach down in the first primo for breakfast down in thing.

Even the same that means anyther toule heavy kiss the cannex.

thing.

Final short encounter saw, another touled heavy kiss the canvas. Sandy McDonald of Texas, was the victim, being sent to sleep by one Gunnar Barlund, who Jack Miley describes as 'rye bread eafer. He is a touch guy from Finland. All in, all the evening was quite an elimination contest.

Ast for, Bresola. he, thought he

Notre Bante-Wisconsin
Harry Stuhlfereyer has not yet set
the foundation for, first-class football. This is his first year there and
another member of the Four Horsemen, Elmer Laden, of the Ramblers,
will win as he pleases,
will win as he pleases. As for Bresola, he thought he

BEHIND the KEYS

(Continued from page 23)

Ed Barnes, former city editor of the Houston Post, has joined the Will Horwitz theatre organization as director of publicity and adver-tising. Several years ago Barnes was on the publicity staff of Loew's, Inc., at the New York headquarters.

Kansas City. Kansas City.

First deluxe pic house here, Royal, which has been a-second run for some years will be razed. Built in 1914 by Frank L. Newman sold to Paramount in 1926 together with the Newman.

Orpheum, closed for over six months, will be opened by the first of November by new lessees from St. Louis.

Louis. M. A. Lightman and associates have purchased three lots in West Memphis, Ark., as a site for \$50,000 picture house. /This will be the first picture house in West Memphis.

picture house in West Memphis,

C. J. Latta, district Pittsburgh,
Will bere, anned assiste than get grow
Will bere, anned assiste than get grow
Kalmine, circuit's zone chief, He will
continue with district managership
at same time. Previously Ben Kalmenson combined duties of assistant
to Kalmine and chief booker. Latter
Occar Kirschner, formerly exchange
manager for WB in Indianapolis,
Kalmenson has been upped to district
sales manager for same outfit
sales manager for same outfit
age of West Kenyon to join UA
sales in Cleveland; replaced by William J. Mahoney, late of WB's Highpoint theatre, St. Louis.

New Orleans.

L. M. Ash, brother-in-law of the late Saenger brothers, has taken over the operation of the Strand. Harry McLeod, operating the house, has stepped out, his future plans unknown.

Moterford, N. Y.
Edward Prouty now doing time in Clinton Prison after conviction on circumstantial evidence gathered by the State Police and, its chemist, of burglary in connection with blowing of the safe in the Casino theatre, has received permission from the Appellate Division to present his appeal in typewritten inform the Appellate Division to present his appeal in typewritten in First petition was typed in Prouty's cell and offered by his attorney, who stated the prisoner did not have funds for the printing.

Lynchburg.

Lyrichburg.

Several changes in management here as result of Warner-Dominion shateup.

Crowther, former Trenton assistant, has resigned from the Warner organization. Norman Roberson, newly promoted to be assistant at Trenton under Dominion theatres, also has resigned. No successor appointed. been named assistant at the Isls, L. H. Keene, former manager of the Trenton, still in town awaiting transfer to some other cog in the Warner wheel.

Sale of the Capitol theatre here, one of the largest in the upper Ohio valley, erected at a cox of \$100,000 representing a bondedder vision of the committee, has been announced by J. T. McCamic and Carl Or Schmidt, the receivers. Price was \$240,000.

Brea, Berea, has been opened by P. E. Essick and associates, of Cleveland.

Brea-Price-Critchfield Company has been formed at London to build a now house, the site for which has already been acquired.

The Liberty Amusement Co. of Wellswille has resumed work on the construction of a house at Sallne-Willey.

Wellsville has resumed work on the construction of a house at Saline-ville.

Rex Theatre Co., Steubenville, headed by W. B. Urilng, is converting the Kohler building into a 600 sc. Schumbia, Alliance, reopened after being dark for several weeks.

Grove, Lorain, formerly known as the Standard, has been, reopened by B. S. Curtis after having been dark for several years.

Circle, Akron, has been tan over, and roopened by 'Dan Coleén and A. J. Reeves. It has been lark since the event of sound.

'Lincoln, 'The Fairmont, Faigmont, Neba.

booker for WB here but more recently manager of Kenyon, on Northside, resigned to join UA sales force
in Cleveland; replaced here by Willam Mahoney, on from St. Louis,
where he guided WB; Highpoint.

Galveston,
Ed Barnes, former city editor of
the Houston Post, has joined the
Will Horwitz theatre organization
Will Horwitz theatre organization

Results of the Royal last week to
Results of the Royal Results

New York.
Imperial Distributing Corp., indie,
has settled on Seattle and Detroit exchanges, with new company having
six productions ready for the vaults.
Harry Jallen has been appointed
manager of the Seattle branch, while
F. Raoul Cleaver has been appointed
to man the Detroit exchange.

Charlotte N. C. Charlotte, N. C.
Fred M. Jack, of Dallas, Texdistrict manager for Warner
Brothers in 17 southern states, vistied Charlotte and the concern's interests here.

Wheeling, W. Va.
B. D. Gordon, Cleveland, O., representing the bondhoiders, purchased the million dollar Capitol theatre for \$240,000, from J. T. McCamic and Carl O. Schmidt, trustees. In turn control of the theatre, the largest in Wheeling, has been transferred to Wheeling, the theatre, the largest in Wheeling, theatres, and can be control of the c

Removal of mirrors and fixing up the lobby generally at the St. Francis theatre here is costing the FwC circuit about the grand star Arvict advantage of the light patronage during the Midsummer Night's Dream run by having a great deal of the work done during the week's run of the Wanner Ross, pus.

WILLARD'S RESTAURANT PLANS IN PITT. COLD

Pittsbuhgh, Oct. 13. Jess Willard's vision of becoming Jack Dempsey of Pittsburgh has dis-solved. Ex-heavyweight champion for last couple of months has been dickering for Commodore restaurant here, with idea of converting it into spot similar to Dempsey's in Manhattan, but deal fell through when Willard's backers were unable to raise necessary dough and stepped

raise necessary dough and stepped out of picture.

Instead, Commodore will be taken over by couple of veteran restaurant men, George Seegan and Jerry Fos-ter, who have abandoned plan of installing a supper club on second floor. Seegan had been previously stated to operate Show Boat night club for George Jaffe, but he dropped that when Commodore came up. Now understood that came up. Now understood that Jaffe won't sink his own coin into the Show Boat and has placed the spot on the rental block.

MARRIAGES

Matilda Vogel to Ben Goldman, in New York, Oct. 11. Groom is in Warner Bros. h.o.

Fred Weber, station relations chief for Mutual network, and Ruth Betz of CBS press department, Oct. 10 in New York.

New York.

Juanita Pierce to Jackson Neal at
Tiajuana, Mex., Aug. 7. Bride is secretary to Fred Pelton, Metro studio
exec, and groom is Central American manager for Metro.

Ruth Betz to Fred Weber, in New York, Oct. 10. Bride was on CBS publicity staff in New York; groom is general manager of the Mutual Broadcasting System.

BIRTHS

Mr. and Mrs. Bruce Kamman, son, Oct. 15 in Chicago, Father is lead of 'Kaltenmeyer's Kindergarten' pro-

gram.
Mr. and Mrs. John Gillin, Jr., son,
Sept. 27 in Omaha. Father is manager of WOW.
Mr. and Mrs. Jud McMichael,
daughter, last weck in New York.
Father is with Glen Gray's Casa
Loma orchestra.

Loma orchestra.

Mr. and Mrs. Harry D. Davies, twin boys, Oct. 8, in N. Y. Father is theatrical and nitery p. a.

The Fairmont, Faixmont, Not of the State of

Broadway

VARIETY

Willard Keefe washing up his new play.

Theodor Szarvas is host now at e Mirage. Sid Silvers gets in from Mollywood

John J. Murdock and Pat Casey first-nighting.

Lou Deke business manager for Leslie Howard's 'Hamlet,'

Larry Puck is quitting as an agent on his own to join Lou Irwin's office. The San Francisco Joseph threat-ens to invade Manhattan next month. William Shilling associated with Harry Killry in hotel vaude book-

ings Windsor French, Cleveland drama erik, in town but nobody can find

David Wallace back with Arthur Hopkins agenting 'Plumes in the Dust.'

Noel Coward exited to John C. Wilson's Connecticut retreat this

Number One Elks giving tonight's (Wed.) session in honor of Jimmy

Walker.

Jimmy Fox, who has been taking shorts in the east, going to Coast to try his luck.

That Sol De Vries 'treasurers' dinner was a phoney, just one of Joe Flynn's gags.

The Harry D. Davies were rooting for a girl so the stork compromised on twins—boys.

Jack Connolly, of Pathe News, gets ack from Europe Oct. 19 after about our weeks abroad.

four weeks abroad.

Monroe Hellinger leaves directly
on that world jaunt, to be gone
around six months.

Celebrating his 27th open in show
bit, Joe Vogel, of Loews, drew a
party from his friends.

Painting of Henri Wessels, currently at the Cotton Citub, in new
Town & Country issue.

Gene Moore, decathlon winner at the last Olympics, is looking for pro booking via Harry Norwood.

Max Fuchs headed for Montreal last Friday (9). Has the Mrs. along though he insists it's a pleasure trip. Most attractively painted house boards on Broadway are at the Booth, where 'Swing Your Lady' is

due.

Harry Silvey kidded around Lambs because of a shirt and tie combo. They asked him where the lion cage was

They asked him where the lion cage was.

Was.

The Clark, of eastern head-quarters of Hays office, probably will not return from the Coast until Oct. 21.

Gypsy Rose Lee hosting on layish scale. N. Y. scribes, painters, authors, etc. at her country spot in Matt Allen, manager of the El Capitan, Hollywood, returns to Coast Monday (12) after, o.o. ing the Broadway plays.

Emanu-el Sisterhood, of Yonkers, gets the preview of George Abbotis gets the preview of George Abbotis Local boy makes good; the Gallip-

gets the preview of George Abbott's Sweet River' Oct. 14. Ed Hart handling the tickets.
Local boy makes good; the Gallipolis, O. official tourist posteards now are adorned by a still of the O. McJalyre homestead.
Sammy Fain for company, due in end of this week from Hollywood by way of a Texas stop-off to visit with Paul Whiteman. Fay Templeton removed from Actors' Fund Home at Englewood, N. J., last week to Englewood Hose, The Company of the Company of

month.

Leon A. Fischel, running for state senator on the Democratic ticket in the 17th District, embracing the theatre sector, was an actor before taking the law.

Two companies, 20th-Fox and Duck

the 17th District, embracing the theatter sector, was an actor before takintroduction of the control of the contensor of the control of the control
closed down for the whole day Coclosed down for the whole day
color of Paramount.

Nominating Company Frairs Club
are: Jay C. Flinnen, abbott, Bobby
Clark, dean: Eddie Miller, treasurer;
Losker Hammel, secretary.
Jock Whitney, of Pioneer Pictures,
following the polo matches between
the Green's tesm and the Argent
S35,000 worth of the best Argentine
polo ponies.
Georgie Price to the Coast end
of month to sell some Hollywood
property and possibly talk over a
where he conducts his brokerage
business all winter.
The Henry Kolkers were eastbound on a holiday when the film
player was recalled to the studio
from New Orleans, hence Maravet
proves. He got in finally.

CHATTER

Paris

Marcel Sabion in town.
Clifford Fischer in town.
Bagdad reopened Oct. 2.
N. Girard in from vacash.
Major F. Goldsmith in town.
Reine Paulet at the Bosphore.
Bradley Martin off to Germany.
Maurice Colleano off to Hamburg

Helena Greasley planning a trip to lew York. Victor Perosini buying a farm ctor Perosini
Paris,
ax Weldy costumes for the new

hear Paris.

Max Weldy costumes for the new Folies show.

Brick Top at the Knickerbocker,

Monte Carlo.

Ballet Joss off for America en Rollet Joss off for America en Mitty Goldin saying the A.B.C. is not a music hall.

Guy Berry and The Fockers at the Taverne Olympia.

Annabella and husband, Jean Murat, off for Egypt.

President Lebruwo eening the annabella and husband Jean Murat, off for Egypt.

President Lebruwo eening the annabella and husband Jean Murat, off or Egypt.

President Lebruwo eening the annabella and husband Jean Milled on the next Alhambra show.

Ambassadorial post here.

First stone of the Algerian pavillion for the 1937 expo placed.

Geraldine and Jo and Mills Geraldine and Mills Geraldi

pit.
Adelaide Hall back from Holland and a Belgian tour, packing for Rome.
'Show Boat' (U) going into its

Nome.
'Show Boat' (U) going into its third month at the Theatre des Am-

Show Boat (U) going into its third month at the Theatre des Ambassadeur.

In Mariame, replacing Educated Bourdet.

Joan Warner at the Pathe Palace, Marseilles, after winding up at the Casino de Parisier, mayor of Deaire.

Gaby Morlay starring in Louis Verneuil's Mademoiselle, Ma Mere' at the Theatre Antoine.

Nordstrom Sisters on opener at Harry Fileer's new nightic Ma Morlay Starring the Mary Morlay Starring the Warner of the Comedie Francaise.

Gaby Morlay starring in Louis Verneuil's Mademoiselle, Ma Mere' at the Theatre Antoine.

Nordstrom Sisters on opener at Harry Fileer's new nightic Ma Don Because of a recent accident Yvess Mirande having to postpone work on two films he was going to make.

President Lebrun personally bestowing the Cravate de Commandeur de la Legion d'Honneur on Sacha Sacha Guitry busy screening Mon

stowing the Cravate de Commandeur de la Legion d'Honneur on Sacha Gultry busy screening Mon Pere Avait Raison '(My Father Was Right'), from his play, at the Epinay studios.

Gertrude Martin, Cecile Mink and Dorothy Welch in from London and taking a quick look at the town be-Rene Bru. Pathe cameraman, breaking into newsreels himself on his Tetum from Seville, where he was imprisoned by the rebels.

Jake gives the roll Soing of the Tropics', opported by Moises Simons opening soon at the Theatre de Paris.

Charles Tutelier, Leo Lelievre and

de Paris.

Charles Tutelier, Leo Lelievre and
Mare Cab, with Henri Varna, responsible for writing of the new
Casino de Paris revue, "Tout Paris
Chante' ('All Paris Sings').

Montevideo

Capitol Dancing reopened after enovation under management of E

Capitol Dancing reopened after renovation under management of E. Lenzberg.
Republic Picts opened Montevideo office, which also represents Cereeno Amusement Co. of Chicago.
After two successful performances is actor, left for New York.
French soprano, Ninon Vallin, gave one concert with great success here. Biggest hit of the week, "Maria de Estuació Reina de Escocia" ('Mary of Sotland') from RKO.
Estuació Reina de Escocia" ('Mary of Sotland') from RKO.
Trope. Brazilan violinist Raul Larianaga, who finished his studies with a stipendium granted by the Brazila.
Sovish op retta directed by Man.
Sovish op retta directed syntamics.
Sovish op retta directed syntamics of Buenos Aircs. leaving Montevideo.
National Symphony Orchestra. directed by Lamberto Baldi, included widel on its program. Music of the ovicil on its program. Music of the Soviet Russian author was played first time in program. Music of the Soviet Russian author was played first time in spouth America.
Francisco Ruiz, versonal manager of the violinist, Roman Totenberg, and the planist, Arthur Rubinstein, of reet was a season the presentation of I'ese two artists in South America.
Metro opened Cine Metro, first own

theatre in Uruguay. With 1,300 seats it's the biggest house in the country.
Platoff's Don Cossacks Orchestra in Teatro Solis. In one of the performances, 24 members on the stage be-

Teatro Solis. In one of the performances, 24 members on the stage befora an audience of 23.

Toran audience of 23.

Toran audience of 23.

Tango-singer, whose popularity can be compared only with that of the late Carlos Gardel, held a series of concerts with enormous success. Chalo salls for long the control of the cont

Rome

Angelo Musco having great success with Rosina Anselmi in comedy "Mi voglio maritare" (I maritare "Ci maritare") at the Eliseo. "Una Sera al Luna Park" (An Evening at Luna Park") is name of the Principe starriy and Mangini at the Principe starriy and Mangini at the Principe starriy and carain at the Quirino with "Il doppio neo" (The Double Spot) featuring Macario, Boulle Service, Baby Donal and Isa Birth certificate, certificate of good health and physical fitness and school record are required of girts action of the story of the sto

neatin and physical fitness and school record are required of girls entrolling in ballet school of Rome's Rigo's 'Il Motivo per cui'' (The Motive for "Which') to be shown for the-first time in Italy at the Galleria. Erzzi Paal and Nino Taranto starred. Emma Gramatica's and Kila Palma Carlet (The Motive for "Which') to be shown for the-first time in Italy at the Galleria. Erzzi Paal and Nino Taranto starred. Emma Gramatica's with Started Nino Taranto starred. Emma Gramatica with "Buo Dame' cTwo Ladies') by Paolo Ferrari at the Argentina on Oct. 10 and Emma Gramatica with "Duo Dame' cTwo Ladies') by Paolo Ferrari at the Argentina on Oct. 10 and Emma Gramatica with a play that has not you can be compared to the Carlet (Santa Franchetti, Enzo Gainotti, with 28 actors, Among them will be Rima Franchetti, Enzo Gainotti, Waior Halian dramatic companies for the coming season will be the following: Armando Falconi's company (33 actors), Compagnia Comica Carli (20). Compagnia Gramatica with 20 actors; Compagnia Melato-Betrone-Carini, directed by Lenzo Ricci Adani, directed by Sergio Compagnia (25); Compagnia Tofano Maltagliati-Certvi, directed by Sergio Compagnia (12). Compagnia Ricci-Adani, directed by Sergio Compagnia (12). Compagnia Ricci-Adani, directed by Sergio Compagnia (12). Compagnia Ricci-Adani, directed by Sergio Compagnia Ricci-Adani, directed by Sergio Compagnia (12). Compagnia Ricci-Adani, directed by Sergio Compagnia (12).

Mexico City

By D. L. Grahame

By D. L. Grahame

Ramon Navaro to Hollywood.
Robert Florey vacationing here.
Testro Fabregas, name house of
Virginia Fabregas, sightly damaged
Paris Follies, Andre Lasky production, in second week at the Cine
Alameda.
Establishment of a workers' theatre here is being arranged by the
League of 'Revolutionary Writers'
and the second of th

Berlin

Manen, Spanish violinist, at the eethovensaal. Beethovensaal,
Louis Graveure dickering with Alexander Korda,
Adolph Wohlbrueck to Hollywood
under RKO contract.

Louis Grayeure dickering with Alexander Kovib.

Nander Kovib.

Adoba Wohlbrueck to Hollywood

Adoba Wohlbrueck to Hollywood

Adoba Wohlbrueck to Hollywood

Adoba Wohlbrueck to Hollywood

In German concert tour.

The Moon's Our Home (Par) premiered at the Marmorhaus.

The Moon's Our Home (Par) premiered at the Marmorhaus.

Truman Talley, 20th-Fox newsreel

general director over from London.

Truman Talley, 20th-Fox newsreel

general director over from London.

Truman Talley, 20th-Fox newsreel

general director of month of the Study of the German film business.

Maurice Colleano family in from

France for a month at the Hansa,

Hamburg,

Liss Feetl arrived from London

Opera House.

Tobis finishing its firs newspaper film, entitled 'Der Spiegel auf

Papier' (Wintror on Paper)

Thaedchempensionat' (Girl's Domit
Thaedchempensionat' (Girl's Domit
Thaedchempensionat' (Girl's Domit
Thaedchempensionat' (Girl's Domit
Tobis of the Bue Smile') premiered at the Atrium.

New Henri Garat film, 'La Souris

Bleue' (The Blue Smile') premiered in the original French version at the Kurbel.

The Gram Lange of the Study of the College of the Study of the College of

role.

As a counter measure to Ufa almost monopolizing the first-run houses along Kurtuerstendamm.

Tobis has taken over the Tauentzien and Alhambra, opening both with its new Carl Froelich film, Wenn Wir Alle Engel Waeren' ('Were We All Angels'),

Vienna By Emil W. Maass

Erwin Weiss, film producer, died. 'Rose Marie' (MG) drawing full

Frvin Weiss, nim produced from the first Marker (MGC) drawing full houses.

Tetrified Forest drawing full houses daily. Guistav Mueller, 62, Vienna comedian, die id. to be produced at the Raimund theatre, produced at the John Raimund theatre, produced at the Raimund theatre, produced the Peris French Comedie Francais in Vienna on his way to Paris.

expert, in Vlenna on his way to Paris.
Paul Abraham writing the music to 'Ja Sa,' operetta playing in the Orient.
Magda Schenider and Albach Retty in auto accident at Salzburg. Both Samanger Beer of the Scala preparing Ladislaus Bekefti's newest operetta, English Valse.
Kirsten Flagstadt, Norwegian-American singer from the Metropolitan, sang 'Isolde' at the State opera here.

here.

Pirandello in Vienna to be present at the staging of 'Questa sera se recita a soggetto' in the Josefstadt theatre.

theatre.
Erna Saek, Gérman soprano, work-ing on a picture, 'Flowers from Nice, together with Friedl Czepa, Jano Filden and Hans Homma.

Rio de Janeiro By Edna Barr

London

William Firth, David Bliss' partner, collapsed. Oscar Homolka holidaying in Switzerland.

Arthur Rees and Anne Pichon get-ting married. John Masefield's son, Lewls, pub-lishing his first novel.

John Masefield's son, Levus, publishing his first novel.

Sidney Jay's mother seriously ill, and not expected to recover.

Marie Dainton back on the ether after several years' absence.

Andre. Charlot visiting Sunday night shows seeking legit plays.

Andre. Charlot visiting Sunday night shows seeking legit plays.

Yorks Sept. 26, after 16 weeks.

'Q' theatre planning production of German play, The Four Partners'.

Dolinoff and Raya Sisters off to Paris after five months' work here.

Henry Sherek of to Paris to line four cabarets.

British International making over-tures to Monty Banks to return as its unit producer.

Mass' Catio, eauthor of 'Green' making over-tures to Monty Banks to return as its unit producer.

Mass' Catio, eauthor of 'Green' making over-tures to Monty Banks to return as esting for as high as \$250.

Rauwicz and Laudauer, Viennese planits's, addee to cast of C. B.

David Henley, former assistant secretary to British Equity, joining casting agency of Myron Selznick, Ltd.

David Henley. Tormer assistant secretary fo British Equity, joining secretary for British Equity, joining secretary for British Equity, joining that the same and the same and

Hichard Tauber Hill, Least These Music.

Music.

Mrs. Israel Davis celebrating golden wedding, Mrs. Davis was the first woman to run a picture house. in London, and was a pioneer film censor.

New Ben Travers show which has been under the production, bave been rewritten several times to suit the French star, is now fixed. Likely to go to the Lyris theatre.

South Africa By H. Hanson

Box office winner here is 'Fury' (MGM), at the Plaza, Cape Town. 'Metropolitan' (20th-Fox) pulled business at the Alhambra, Cape

Metropolitan' (20th-Fox) pulled business at the Alhambra, Cape Town.

I. W. Schlesinger is now back in South Africa.

Lady Watson, widow of Sir William Watson, poet, and her two dauchters, have come -to South Africa, have come -to South Africa, the South Africa companies of the South Africa.

Big crowds from overseas and throughout South Africa expected for the Johannesburg Empire Exhibition.

Arthur W. Kelly, vice prez in charge foreign distribution for UA, and the great of the great of

Hollywood .

Gil Pratt back from England. Larry Crabbe is erecting a home in Bel Aire. Lew Pollock had nine teeth yanked n one day.

Three Stooges back on Coast after p. a. tour. Leona Maricle back from N. Y. for

Rex Beach back from Alaskan trek Charles Creed, Paris designer, here

visiting Helen Taylor.
Cold floored Andy Hervey of MG's
publicity department.
Howard Lang east on talent hunt
and to see some shows.
John Weismuller has left for Europe to join Lupe Velez.
Louise Drees

Louise Dresser moved from Glen-dale to a manse in Beyhills.

dale to a manse in Beyhills.

Chie Sale guested at last Seidel
Night given by the Masquers;
Kay Mulvey, Metro's fan mag contact to New York, for contable,
Honolulu, salied from LA. Oct. 9,
Peggy Doyle, of the Boston EveAmer. scrammed for New England,
to the Kruger to New York to
Citto Kruger to New York to
Away, yard of Parnell' on Broadway,

way.

William Le Baron's filly, Brown
Jade won the opening race at Tanforan.

Barney Sarecky, U producer,

foran.

Barney Sarecky, U producer, bought a manse which overlooks the U lot.

Fritz Lang has ducked his monocle for a pair of specs—crossing up his buddies.

Edwin Knopf, MG's scenario, head, has gone to New York to looksee some plays.

The state of the s

rean job in automate Street acidio.

Clarence Brown received notification that he has reservations at Claridge's in London for King Edward's coronation.

Maxine Marx, daughter of Chico, has gone back to New York to study dramatics under Mme. Maria Ouspenskaya.

has gone back to New York to study dramstles under Mme. Maria Ouspaties Lakey Jr., has pulled out for England after completing a new novel. Taughter in the Sun. Has some British film offers. When Greta Garbo took ill last weekend. Robert Taylor entertained UCLA-Washington football same. Janet Gaynor moved into the Marlene Dietrich bungalow at Selznick-International, where she'll co-star with refore Marlen Control Marlen Selznic March in 'A Star is Carol Huwhes tonded out of a taxi in a scene for Will.

International, where she'll co-star with Fredric March in 'A Star Is william Marrop has been appoint with Fredric March in 'A Star Is william Marrop has been appoint with the william Marrop has been appoint of a member of the Film Board of a member of the Film Board of a member of the Film Board of the interest coverting the hours, and Able. and skinned her knees abrasions held up pic for three bours.

Abrasions held up pic for three bours.

With the quick return of summer because of Farla control of the interest coverting the outdoor men are taking the window of the control of the co

CHATT

Onehec

Arthur Hirsch off to Toronto.
L. Rosenfeld here from Toronto.
Tony Trow in from Three Rivers.
Allen McMahon in from New York.
Forbes Rhude in from Vancouver.
Jim O'Loghlin through from To-

Ken Wright from Windsor to the Gazette here.

Cheen Wright from Windsor to the Gente here. Harvey Higgins and wife back from London. Clarence Warsaw died in Windsor Thursday (John and Bill Lester back from New York.

Leo Leduc and Jimmy Oastler both married this week.

Herb Allen, of Allen theatres, To-Herb Allen, of Allen theatres, To-Morris Krushen, former Variety Morris Krushen, former Variety 1,000 mark in membership.

Montreal Repertory theatre reaching 1,000 mark in membership.

Montreal Repertory theatre

Sydney

By Eric Gerrick

Charlie Munro gave a party to Stuart F. Doyle, Fox giving a party to welcome Walter Hutchinson. Summer came in with a big heat wave and made all matinees look

Williamson. With a big heat wave and made all matinees look sick. Schmeling-Louis fight pic copped a very nice gross on one week's_run in Sydney. Appelgate W. E. boss, returned to Australia after an extended look over the American field. Fuller-Carroll legit try in Melbourne is making out nicely. Current attraction is Lady Be Good, Williamson-Tait will revive 'Madier' in Melbourne. Stand of the Mountains' and Chocolate Soldier' in Melbourne. Gladys Moncrieff will be featured. Alanson 'Tyrell, RCA chief, retmonths in the Far East pounding teat months in the Far East pounding teat pounding teat months in the Far East pounding teat pounding teat months in the Far East pounding teat pounding teat months in the Far East pounding teat pou

Gyer et vive compets, 110 year may show that the fight will be a short-lived one.

Babs Luïpe has been engaged for a season in 'Laugh, Town, Laugh,' for Frank Neil in Melbourne. Other process of the control of the co

Horenstein and Henri Morin, are coming in for the tour.

Film mob is weating to see how the mobile weating to see how the mobile weating to see how the mobile was a seen as the come into Sydney in a bunch. Plying Doctor (National) got a great week's run in Brisbane, but will have to do better in Sydney and elsewhere to rake in the high overhead production of the property of the p

Pittsburgh By Hal Cohen

It's a girl at the Ben Steelmans, their first child.

It's a boy at the George Currys; labeled George, Jr. Playhouse season gets under way Nov. 10 with 'Russet Mantle.' May Beegle concert season opens Oct. 16 with Kirsten Flagstead. Regis Toomey coming on for Pitt-Notre Dame clash next weekend. Notre Dame clash next weekend.
Charlie Barron around getting the
burg hyped on "The Gay Desperado."
John Maloney named chief, barker
of Variety elub here for next year.
Dorothy Cook on the mend after
an operation at the West Penn hosp. Anne Ford around again beating the drums for Guild's 'End of Sum-mer.'

Mike Kovinci, film operator, and Anna Kavonik, of Art Cinema,

E. W. Hickman back at the Tech drama school after a year's leave of absence.

amw. Hickman back at the rend the control of the result of the control of the render of the control of the cont

niversary here in January.
Masquers open season tonight
(Wednesday) with Robert E. Sherwood's 'Queen's Husband. Columniat.
Alcen Westein, Fress columniat.
Alcen Westein, Eress
Columniate from there for few months.
Broadway's 'Mimi Scheller.'
authored by 'Pittsburgher Al Golden,
has a local boy, Ed Blaine, in the
cast.

Detroit

Charles Penman back from Eng-

Charles renman uses
land.
Ind.
Tess Sheehan off for Town Hall
Staries in New England
Start to drat the start of the start

The Hague

By M. W. Etty-Leal

New legit co. founded here, especially for musical comedies.
At Amsterdam, simultaneous Holland premiere of The Country Doctor (20th-Fox) in three cinemas.
Simultaneous run at Hague of Children's Hour'as a play by the Hofstadtooneel and These Three' (UA) as a film in City Cinema. Critics favored the film.
Haarlem will soon go legit companies play regularly in cinemas there, the Bioscoopbond threatens also to close cinemas for legit.
Pierre Monteux who after leaving

also to close cinemas for legit.

Pierre Monteux who, after leaving
Amsterdam, signed for five years to
conduct San Francisco Symphony
Orchestra, will do some outside
work as well. In November he will
conduct a performance in Amsterdam of Bizet's-Carmen' for the Wag-

dam of Bizet's 'Carmen' for the Wag-ner Association.

Dutch 'Board of Censors banned' (Club des Femmes,' French film, produced by Jacques Deval. Reel had been banned some time ago. Distributors then had it changed to be the banned some time ago. The beautiful the least the second of the second beautiful to the least the second beautiful to the second beautiful

Shanghai By Cal S. Hirsh

Josef von Sternberg expected here. Cathay Hotel ballroom reopened its winter season. Hal Dunn, Warner Far East man-ager, back from Hollywood.

Jefferson, Andico's orchestra doing Jerry Morgan, fight promoter solding cards in outdoor Albert Gar

holding cards in outdoo.

Teddy and Ferry Les Guzzas renewed contract at the Jessfield, night

newed contract at the Jessfield, night club.

Dave Harvey and Cathleene Young touring Hongkong, Manila and Sing-

apore. Irene West and a Hawaiian troupe playing North China and inland

Trene West and a Hawaiian troupe playing North China and inland cities.
Ciro's, Shanghai's newest and most modern baltroom, opened with a \$5 cm. At the Park Hotel, Bob and Eula are strong favorries, with the likis Fidlon ensemble. Sheadlining Paul Canidrome Garden are Dixie Sisters, Heynolds and Toppy and Sadao Iwai. Del Monte, tourist spot, featuring Rogotta, Maggle Calloway, Lidia and Flo Brown; Fockler's orchestra.

Philadelphia

By Arthur B. Waters

Colleen Moore In town with her Doll House (at Gimbel's.) Carl Duffus called to New York by Metro for work with Hays of-

by Metro for work with Hays office.

Al Zimbalist engaged to do special
exploitation work in the Stanleyplenty of show, people attending,
at least as spectators, auction sale of
Garrick theatre effects.
Dave Lodge, bill-postnial took over
Locust for pop-priced house.

H. T. (Jimmy) Craven, former
drama cric, speeching in campaign for new-fangled zoo here.
Four vet legit agents in town last
week, Goorge Lederer, Four Perley.
Gilbert Miller making his first appearance in years in the city where
he used to live. Tovarich the
18800.

reason.

Philly downtown hotels jammed up with conventions, and show pcople are having trouble making reservations.

New Haven

. By Harold M. Bone

Nite spot trade, stepping up. Eddie Dolan's father died here (2). Shubert has pencilled 'Call It a

Day!
Hal Welles back at Yale Drama
School.

School. Wites back at Tale Drains
School. Wites back at Tale Drains
Ben Cohen deserted shore home
for eity dwelling. New York Civic Opera due here
Oct. In for one-niter.
Oct. In for one-niter.
Under guidance of A. J. Carroll.
Harry Berman starts sixth year
heading Junior Symph orch.
Yale stude disturbers given bum's
rush out of Spubert balenoverting, a
cane: since summer hospital freatment.

ment.
With those 19 ingenues in the cast,
Yale boys gave 'Stage Door' stage
door a heavy play.
George Kaufman and Margaret
Sullavan gave local boulgyards
B'way-H'wood touch.

Chicago

Bruce Kamman is a pappy. Bill Hampton writing special Pat O'Malley material.

Virginia Dalton's ma recouping after serious illness.

after serious illness.
Florence Lipschutz readying individual sculpture exhibition.
Joe Kelly resigned as staff announcer on WLS to free lance.
Bill Young has added some 15 pounds and looks like a banker.
Jessie Kaye back east after a look-see around St. Louis and Chicago.

Sam Weller ahead and Rube Bern-stein back of 'Pride and Prejudice.' Dale Parrills last week celebrated their 20th 'Lohengrin' anniversary. Sam Tishman now advertising his Wheaton pictures in the local dailles. Henry Shapiro on a quick flip to Baltimore to see his frau and young-

ster.
Songwriter Ted White returning to
New York after three months on the

Coast.

Tex Sherman p.a. for the Rodeo, which opens next week at the Stadium.

Lou Epstein ahead of new French Casino show, with Warren O'Hare

oack. O Hanna San (Countess L'Argent) eadying her autobiog, Variety

O Hanna San (Countess L'Argent) readying her autobiog, Wariety Street.

Street, Yates around collecting dates for his Negro flicker, The Vicious Circle.'

Sidney Morse now handling Willlam Morris club department along will be street with the WPA shows around here for possible Warner Bros. talent.

Louis Gordon has taken over limber of the WPA shows around here for possible Warner Bros. talent.

Louis Gordon has taken over limber of the WPA shows around here for possible by the word of the WPA shows around here for possible to pick up some midwest vaude after playing southern time.

Louis Pinto back in Ch1 territory to pick up some midwest vaude after playing southern time.

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Louis Pinto back in Ch1 territory to pick up some midwest vaude after playing southern time.

Louis Pinton to prove the Warner to pen the work of the w

dren.

Sen Kaney acting head of Chlcago NBC office, with Niles Trammel, P. G. Parker and Sid Strotz out of the

NBC office, with Niles Trammel. P.
G. Parker and Sid Strotz out of the
burg.
Galen Boag back with Night of
Jan. 16 while Fred Jordan doubles
som Time.
John Elwood east and Ted Church
now key man in Republican National.
Committee ether situation at local
heading the strong of the strong of
Body and Rogers Dewey, formerly of
Dewey and Rogers, and Irene Shea,
of Donbvan and Lee, have opened
the Dew-Shea costume shop.
Newspaper boys wining ar nitery,
and hotel tosses cocktail suppers to
start the new season.
Ed Foreman has the most complete set of pictures of early 19th
century Chicago, and turned dawn
for 'em.
Craig Dennison new CAFA prexy;
Jimmy Luntzel, v. p. Harry Smythe,
collector, of revenues; Irving Mack,
are be Morris, p. a.

Minneapolis

· By Les Rees

Blanche Yurka here for lecture at of Minnesota. 'Police department enforcing night clubs' midnight curfew.

Lew Pressler, Minnesota assistant

Mally Eddy, Universal booker, car-rying infected arm in-sling.

A. Selby Carr, of Paramount, called to Omaha by relative's death. Variety club has resumed weekly luncheon meetings with guest speak-

Variety club has resumed weekly funcheon meetings with guest speakers.

The control of the contr

Burlesque Reviews

GOTHAM, N. Y.

Changes are rare in burlesque these days, but the Gotham has managed within the past month to improve its offering considerably. New faces, new sets and a better grade of production has done much in the way of general elevation, but the same cannot be said of cornedy methods or Show stands a good chance of being entertainment with the application of a little soap and water. But who's an idealist in burlesque? House lack's a 'name' stripper, but

an idealist in burlesque?
House lacks a 'name' stripper, but
current crew acquit themselves well.
All good-looking girls, they are
Helen Colby, Ann 'Valentine, Annette, Gladys Fox and Gail La Verne.
Misses Colby and Annette are the
outstanders with studied methods.
Miss La Verne tumishes the OrdaColladys Fox and Anne Valentine do
their stuff at-fast tempo also.
House is one of few still usifie the

their stuff at fast tempo also.

House is one of few still using the old system of breaking up the tease with a chorus number between pieces peeled to and to the torture.

pieces peeled to add to the torture. Production number parade of various types of gals to 'Tou're the Kind of a Girl,' with Jack Shaw vocalizing, done very well, considering, done very well, considering, the property of th

Not Yet, Henry, played in the nuthouse.
Chorus work has also been bettered up here. Last time caught the line was notable for its lack of looks, but that's been partially corrected by new retruits.
Second half of the two and a half-hour show lasts only a half hour. House is run by Abe Minsky, who, with I. H. Herk, also has the Galety, downtown.

EMPRESS, K. C.

Kansas City, Oct. 9. Since this house opened early eptember with Independent Whe ir September with Independent Wheel shows, biz has been pretty terrible. Currently the gloom is in layers. House opened with a 75c top at two-aday. This week finds a policy change with three shows daily at 60c. top. Spot is operated by Harry Destricts and managed by Fred Quality at the control of the present the present

D. Hirsch and managed by Fred Spear.
Quality of the shows, 'Ha-Cha,' in this week, doesn't seem to have much to do with take. In never does here. 'Ha-Cha corporate because the seem of th

Entirely Kelly, Lillian Dixon and Ina Thomas do the work, with the snap fasteners. And that is the answer to the noor grosses. Average burly customer here can't spell he doesn't like. And what he can't spell he doesn't like. Sad as is, the fact is here and can't be a shape of the same than the control of the same than the

5th Ave. Theatre, N. Y.

Sth Ave. Theatre, N. Y.

There is no sadder spectacle than that of an empty theatre, unless the content of its show is similarly afficted. Both may be found hereaffected. Both may be found h

STEPPING STARS

STEPPING STARS

(GAYETY, BUFFALO)

Beffalo, Oct 9.

This is the new Independent Wheel'Giorified Burlesque'—but the candy butcher is still head man with the show. In fact, it is nip and tuck between the spelers and the show, with the lads in front having the edge by a slight margin. Burlesque still awaits the master mind who will the still awaits the master mind the will be still awaits and at the same time sock them over the head with the premium lingo and expect them to like it. Anyhow, not with deluxers at 55c. around the common start when the still awaits and the same time sock them over the head with the premium lingo and expect them to like it. Anyhow, not with deluxers at 55c. around the common start when the same start was a start when the same start was a start with the same start was a start when the same start was a start with the same start was a start when the same start was a st

with deluxers at \$5c. around the concept. Stars' reopened the Gavity and the local buriesque season. The production is credited to Paul Morokoff, which leaves him in the red on the liability side. The performance follows the familiar routine awards of the liability side. The performance follows the familiar routine which has decidedly outlived its usefulness and go in for an original setup. Burleague needs cleas more with a burleague star of the star of the setup. Surface of the setup star of

ARTISTS' MODELS

ARTISTS' MODELS

(ATLANTA, ATLANTA)

(Calibre of Eastern Burlesque Ass'n wheel show picks up notably with current presentation, which offers more variety, better performers and a dressier appearance.

(Calibre of Sam Miclaids, who gets his laughs without getting into the dirt. The girls in the line are well drilled and snappily costumed.

Dancing and is well taken care of by the cause of the

LICENSE DENIED BEN LEVINE IN WORCESTER

Worcester, Oct. 13. There'll be no burlesque in Worcester, Oct. 13.

Worcester for a year, at least. Vigorous opposition by the Worcester Ministers' Association, police, various women's organizations and private citizens caused the local license board last week to deny a permit to the Worcester theatre.

Benjamin Levine, the petitioner, had advertised opening for a week, but the board turned thumbs down after a hearing.

after a hearing.

Chief of Police, who also is a
member of the license board, said
the cops are opposed to burlesque
because it damages the city. Shows
were summarily closed last season
after bluecoats had been detailed
to attend performances every day.

Levine argued resumption of shows would furnish employment to 60 persons, and that road shows and vaudeville would follow. Future policy is now up in air, as result.

House was sold last week by the Spencer Savings Bank to the D.A.L. Co., Inc., for \$50,000.

Prize Package Ban Upheld by U. S. Sup. Court

Washington, Oct. 13.

Sale of prize package candies at burlesque shows, carnivals, and circuses was barred Monday (12) when the U. S. Supreme Court refused to review proceedings under which the Federal Trade Commission ordered the Bob Hoteller Candy Co, to cease supplying products to various amusement enterprises.

various amusement enterprises. Effect of the highest court's action was to uphold an order by the Seventh Circuit Court of Appeals enforcing the original F.T.C. order, which in turn was based on decision that distribution of prize packages is unfair competition for straight confections. Commish barred the Hofeller products in interstate commerce more than a year ago, claiming the company operated in violation of anti-trust and anti-monopoly laws.

In its attempt to have the lower

In its attempt to have the lower court- proceedings reviewed, the court- proceedings reviewed, the process of the court- proceedings reviewed. The process of the court process o

the F.T.C. has no power to enforce such laws.
Backing up the F.T.C., Government counsel, insisted that the Hofeller concern depended on distribution methods which are prejudicial and injurious to the public as well as unfair to competitors who sell straight candy. Federal lawyers denied the F.T.C. Act was restricted to practices condemned by common law at the time the statute was put on the books and insisted there was no unconstitutional deleter. there was no unconstitutional dele-gation of power by Congress.

Independent Burlesque

Week of Oct. 18

Scan-Tees—Gayety, Minneapolls, Ballyhon,—Rialto, Chicago, Ballyhon,—Rialto, Chicago, Billyhon,—Rialto, Chicago, Billyhon,—Gayety, Binfalo, Mindu Belles—Lytic, Allentown, Mond Tues, Melkesik, Hartisburg, Wed., and Lic, Williamsport, Sat. Feauly Parade—Troc, Philadelphia, Too Hot for Parls—Hudson, Union

Tou Hot Low areas
City, many distributed and specific and

ore.

'Dizzy Dames'—Roxy, Cleveland,
'Scan-Dolls'—Capitol, Toledo.
'Garden of Girls'—Avenue, Detroit
'Modes and Models'—Miles Ro

OBITUARIES

FREDERIC POOLE

FREDERIO POOLE

The Rev. Dr. Frederic Poole, 73, for six years executive secretary of the Philadelphia Board of Theatre Control, died Wednesday, October 7, at his home, 120 Simpson road, Ardmore, after an illness of two years. Dr. Poole was appointed to the censor board in 1925 by 1831. During that time he was involved in several controversies concerning allegedly immoral plays. He was instrumental in keeping The Shanghai Gesture out of Philadelphia and he once engaged in a spirited battle with Earl Carroll on the subject of mudity in one of the Vanities. Dr. Poole also served as adviser to the Mayor on tong disputes occurring hero. He is survived by his second wife the former Mrs. S. Elizabeth Arnold as sister, Miss Eleanor. Poole, of England.

DONNA MAY GOODBREAD Mrs. Donna May Goodbread, 57, died Oct. 5 at her home in Columbus,

died Oct. 3 at her home in Columbus, O., after a lingering illness.
Mrs. Goodbread, a professional accompanist, was president of the Ohio Federation of Music clubs from 1925; to 1930; a member of the Women's Music club of Columbus, past press program manager for the Fortnightly Music club of Cleveland, and former state chairman of the Atwater Kent radio program for five years.

years,
Her husband, mother, daughter
and a sister survive. Burial was at
Nevada, O.

IN FOND MEMORY OF MY FRIEND

M. L. MALEVINSKY

Who Died Oct. 17, 1932

Jerry Vogel

ARTHUR E. H. ELIOT
Capt: Arthur E. H. Eliot, 62, coauthor of 'The Better 'Ole' died in
London Oct. 7. He was for some
time manager of the Opera Comique
and the Globe theatres in London.
It was his boast that he had, during his life, filled 80 positions including that of street car conductor
in New York. He achieved his Captaincy in the Boer war, with the
British forces, and also served with
distinction in the World War. He
was an actor in the Charles Wyndham company and had written sevham company and had written several music hall sketches and a revue

JIMMY ADAMS

J. C. 'Jimmy' Adams, 52, manager of the Metropolitan theatre (FP), Regina, Sask., died Oct. 5 of a heart attack.

attack.

Born in the United States, he served in the U. S. army medical corps during the World War, afterward going to Canada, where he managed playhouses at Victoria, Vancouver, Calgary and was for 12 years at Loew's, Montreal. An ardent sports fan, he had just returned from a visit to a small town college football game when he collopsed.

lopsed.

He is survived by his widow.

SCOTT E. SEVERANCE

SCOTT E. SEVERANCE
Scott E. Severance, owner of the
Pastime theatre, Granville, N. Y., and
recent celebrant of a 50th wedding
anniversary, died suddenly of heart
disease at his home in that community, Oct. 9.

munity, Oct. 9:

In addition to the theatre. Severance conducted a restaurant and a bakery in a business block which he ownled. Born in Shoreham, Vt., he had lived in North Creek, N. V., before moving to Granville in 1923.

Survived by his wife, three sons, and a daughter.

TOM DARBY
Tom Darby 49, head of construction at Warner Bros. Brooklyn, W.Y. studies, died at Mary Immaculate Hospital, Jamaica, L. It, Oct. 7, after an operation for an intestinal obstruction.
Deceased had been at the studies for 27 years, his original position being with the Vitagraph Co. Activities there halted for five minutes Oct. 9 in his memory.
Surviving are his widow and a son, Tom, Jr., also employed at the studies.

JOSEPH HAZLETON

Akron,

"Ha-Cha-Garrick, St. Louis,

"Was-Charles, St. Louis,

"Weyn Joseph Hazleton, 33, picture and

to stage actor, died, in 1601/wood Oct.

"White agent "Pictures, Koupstown (1)

day, Market "Pictures, Koupstown (2)

day, Market "Pictures, Was-Charles, St. Joseph Hazleton, 33, picture and

to stage actor, died, in 1601/wood Oct.

"Who with the profession of Sayears, play
went with the profession of Sayears, play
went with the profession of Sayears, play
character, and bit roles, His last to the profession of Sayears, play
character, and bit roles, His last to the profession of Sayears, play
to the profession of Sayears, play
character, and bit roles, His last to the profession of Sayears, play
to the profession of Sayears, play
went with the profession of Sayears, play
to t

part was in 'Mountain Justice' at Warners, Hazelton was a program boy at Hazelton was a program way ac Ford's theatre the night Lincoln was shot, and was looking directly at Lincoln, seated in his box, when John Wilkes Booth fired the fatal

MILDRED O'REEFE

MHLDRED O'KEEFE
Mildred O'Keefe, 32, who had
danced in the Ziegfeld 'Follies,' Animal Crackers,' '50,000,000 Frenchmen' and 'Face the Music,'
committed suicide by poison in a Minneapolis hotel last week. Suffering
from a nervous breakdown.
Suffering from a nervous breakdown.

dancer.

ABRAHAM S. REISEROFF

ABRAHAM S. REISEROFF
Abraham S. Reiseroff, 68, president
of the Royal Amusement Co. and
manager of the Royal theatre,
Worcester, Mass., died in his home
Sunday (11).
Mir. Reiseroff was a native of Russia, coming to Boston 50 years ago,
ming to boston 50 years ago
in Providence, coming to Worcesier
if years age. 16 years ago.

CATHERINE CANSING

Catherine Cansino, 31, member of the dance team of Catalina and An-tonio, died Oct. 9 at the Bronx hos-pital, N. Y., after a prolonged ill-

ness.
Survived by husband and partner,
Antonio; son Antonio, Jr., and mother and brother.

TOM MANNING
Tom Manning, 56, died in Hollywood, Oct. 10, while at work in the
Warner Studio.

Marner Studio.

After many years of trouping he went to Hollywood eight months ago to do character work in films.

WILLIAM TOOKER

William Tooker, 72, died in Holly-wood, Oct. 12. He had been playing in films for the past 12 years, following a long careeer on the stage.

FINLAY F. FERGUSON

FINLAY F. FERGUSON
Finlay F. Ferguson, 60, designer
of the recently opened New Colonial
theatre in Norfolk, died of heart k.o.
at his home there Oct. 7.
He was founder and long-time
president of the Little Theatre, designing its York street playhouse.

WILLIAM SHERRICK WILLIAM SHERRICK
William Sherrick, for many years
stage mechanic in number of theatres, died at Norfolk Oct. 6.
Norfolk Stage Mechanics' Union 72
assisted in rites at the grave.

LOUIS HAMON (CHIERO) Count Louis Hamon, psychic to the picture mob in Hollywood, died there Oct. 8. He was known professionally as Chiero, and had written a number of books.

Widow survives.

HARRY CASEY
Harry Casey, 38, violinist and arranger at Paramount Studios, died Oct. 7 in Los Angeles.

He had been at the studio since 1929.

WALLACE JONES
Wallace Jones, 53, actor for 27
years, died in Los Angeles Oct. 7.
He was born in London.

Mrs. Matie Davis Humphrey, 52, wife of Claude S. (Tink) Humphrey, for several years manager of the Keith-Albee offices in Chicago, and Keith-Albee offices in Chicago, and later in N. Y. headquarters, died in Los Angeles Oct. 9. Husband and two daughters, Audrey and Claudia,

Mother of Mrs. Frank Whitbeck died in Los Angeles Oct. 5. . . .

Old Sod

(Continued from page 1)

ter, Max Lasky, Leon Schachter, Lido Belli, Ugo Neri, Ben D'Avella, Joe Savalii, Paul Gaudio, Paul Pro-dromidis, Nick Manousis, Evangelos Vasilatos, Mateo Rodriguez, Jose Menchaca, Tebo Gathy; S. Chmil, Peter Zadoretskt.

WOV

Dr. Leandro Forno, Gaetano Ferri,
Frank Polomeni, Joseph Toffredo,
James Capozucchi.

WEVD

Enzo Gugliotto, Michum Stutch-

Cole Show Has 'Em Guessing on Size Of Next Year's; May Go to 60 Cars

By BILL RICE

Phoenix, Oct. 13. Phoenix, Oct. 13.
Yesterday, Cole Bros. circus, following the Barnes Show by only 12 days, put them on the straw in both ends at the afternoon show and turned hundreds away at the night show. On account of the opposition both shows had out plenty of paper. The Gazette-Republic asked for and received 350 long and 300 short oaklers.

both shows had out plenty of paper. The Gazette-Republic saked for and received \$50 long and \$300 short bak-leys.

On account of the Barmes night turn-away a great deal of the Cole paper ways a great deal of the Cole paper ways a great deal of the Cole paper ways are to see that all passes could be used to the wagon (74.56); it was announced that all passes could be used at the kid show. They gobbled 1,127 and the result was: the double blow off had the biggest day of the season. Cole Bros. are better than \$800,000 winner on this; their second season to date, and 30 more days to show. Just to give you an idea of what this 30-car cutful has done lately Sunday opening at Los Angeles, over \$5,000, with \$4,000 and of the season. Cole Bros. are better than \$14,000 and \$30 Diego gave them the biggest days is showed at the biggest days business in the history of the show. Almost 12 grand, Show has been purchasing plenty of new show stuff and animals; 25 bulls now womed. By no possible chance can all this equipment be used on a 30-car show. It is said there will be another 30-car show. It is said there will be another 30-car show and the second of 19.64. The way they took it off was to make it twice as big. Another rumor is that Ken Maynard will be the Clyde Beatty for the new show.

Et Worth Frontier show taking a tertibule western will be entertied the whole.

Ft. Worth Frontier show taking a terrible beating. Billy Rose batting average will now be about 250%.

Jack Ruback and Boobie Oberdall put a new Rideeo in Dallas. Could not get the nut so yanked at end of week and put on their Western State shows.

Best 1936 outdoor exploitation, that went around the world just before the Cleveland Great Lakes Exposition opened. Cliff Wilson's 'fight for life' with a new boa constrictor. Luckily two old-time showmen, Dolly Lyons and Max Kimmer, 'happened' to be passing by or Cliff might not have been the top money show all summer at Cleveland. Wilson a few years ago had a 25-foot snake pass out at Sandusky, so they locals and this was the 'Great San' or the sand this was the 'Great San' or the san' o snake pass out at Sandusky, so they took him off shore to be found by locals and this was the 'Great Sandusky Sea Serpent' you may remember reading about. When stuffed and put on exhibition, it sure looked the part.

LeRoy Printz, Paramount's ace dance director in 1925, had a floor show at Coral Gables, Fla., and was dratted by them to run the street dances for the Flesta of the Ameri-can Tropics. Eddie Brown and my-self had sold ti they had and never paid for. Among other things, we built all the dance floors for Printz, also all reviewing stands, etc. We could get no money to pay the labor and as LeRoy had the only successful concession, he turned over\(^1\) his gross to carpenters and laborers, which got a great and laborers, which got a great prompt of hell from his millionated the standard between the millionated the standard between the standard between the standard the standard

Season of 1933, Hennies Bros. had a Dodgem ride with Beackman & Garrity. In 1934 they organized the Hinnes Bros. Carnival on trucks. Three successful seasons and they are now building a 30-ear show for 1937, which takes plenty of jack and puts them in the major carnival class. This is a real success story.

The unsponsored Los Angeles Exposition in the old Selig Zoo at Lincoln Park will open next month. This is a most ambitious undertak-ing by three showmen with plenty of proven ability and we hope plenty of cocoanuts. **BULL MAN KILLED**

Beaumont, Tex., Oct. 13.
Lee Roberta, 20, of Springfield,
Mass., was crushed to death last
Thursday in one of the elephant cars of the Ringling Bros. Barnum & Bailey circus train.

maniey circus train.
Roberta approached Trilby, a oneeyed elephant, to place a collar
about her neck when the bull threw
him against the side of the car and
placed a foot on his head, crushing
it.

Other of the elephant men ascribe the death to Roberta's failure to speak when entering the car,, ac-cording to the usual custom. Failed to wake the elephant who acted in a moment of panic when roused

FRISCO ASKS N.Y. DELAY SINCE OWN FAIR LATE

San Francisco, Oct. 13.

Leland W. Cutter, president of the exposition, left for the east last week for the purpose of urging New York fair men to delay their opening until 1940. Local exposish was originally scheduled for 1938, but later it was found impossible to have fair ready by that time the pointment of Roland Oliver, public events expert, to cooperate with Fred Schmitt, chairman of the Junior Chamber of Commerce freworks committee, announcement was made that a number of unusual attractions will fea-

nouncement was made that a number of unusual attractions will feature the San Francisco-Oakland Bay Bridge celebration, Nov. 12-14.
Grandstands are now being erected in the Civic Center here to seat 35,000 people. Over 130 floats are being constructed and a series of miniature bridges will span the main stem. Largest part of the U.S. fleets will anchor in the bay for a big harbor day celebration during the midst of the three-day fete.

Hagenbeck in S. A.

Montevideo, Oct. 3.
The German Circus Hagenbeck will start a South American tour early in November. To assure appearance in Montevideo during early in November. To assure ap-pearance in Montevideo during the summer tourist season, the Municipality of Montevideo granted considerable franchises and will give free the necessary ground, in a most convenient location at one of the

eaches. Hagenbeck will only have to give Hagenbeck will only have w give 500 free tickets weekly, to be placed at the disposal of the city authorities for distribution among orphans and poor children.

Merged Carneys

Spartanburg, S. C., Oct. 13. Rubin & Cherry Shows which for nany years have done solo stands

Rubin & Cherry Shows which for many years have done solo stands over Dixit fair routes merged with over Dixit fair routes merged with this season, following the season following

Circus Car Robbed

Houston, Oct. 13. between here ti last Sunday Somewhere between nere and Corpus Christi last Sunday an acrobatic thief who apparently clung to the speeding circus train of the Ringling-Barnum & Bailey outfit. cut his way into a wagon and took \$1,900, the season's savings of 25 electricians on the show.

Circus Routes

Week of Oct. 19
Cole Bros. and Beatly
San Antonio, Tex., 39; Larelo, 26;
Corpus Christi, 21; McAllen, 22; Ilianlingen, 23; Victoria, 24.

Ringling Plaster

New Orleans, Oct. 13. Writ of attachment against Ring-ling Brothers-Barnum & Bailey Cir-cus on behalf of Mr. and Mrs. V. G.

cus on behalf of Mr. and Mrs. V. G. Slicho, this city, issued Saturday (10) by Civil Judge William H. Byrnes. The Slichos filed suit for \$5,035 against the show for alleged injuries while circus was here last year. Petition pointed out that this was first time since alleged accident that circus has come within jurisdiction of the court.

of the court.

Officials of the circus posted \$5,000 bond to permit lifting attachment so that show could move on for next

DALLAS BIZ BRIGHTENS AS FAIR NEARS CLOSE

Dallas, Oct. 13. A good week end beginning Saturday (9) gave Texas Centennial showmen a brighter outlook. Attendance Saturday was 75,998, running the

men a brighter outlook. Attendance Saturday was 75,988, running the gross total to 4,661,470.

Texas-Oklahoma universities' football game was the day's big draw. Food, drink and nitery concessions turned them away the entire day. National Dairy Show opened for its 10-day run.

Whirligies,' expo's new variety show, opened in amphitheatre, Thursday (7) and had played to about 1,000 at each of its two nightly performances. Bunny Biggs is properformances. Bunny Biggs is pro-ducer. Special event for Thursday aerialists, high divers, etc.

Hanley for Frisco

San Francisco, Oct. 13. William Hanley has just been appointed to the post of program director for the 1939 Golden Gate International Exposition. Hanley was last seen on the stage here with his wife, Madge Kennedy, in 'Paris Bound.'

Cleveland Expo Assured Next Year, **Underwriting Already Subscribed**

Cleveland, Oct. 13. Centennial's last week wound up Oct. 12 with a splurge of special fire-Oct. 12 with a splurge of special fre-works, a seven-hour marine parade and a city founders' memorial day by descendants of early settlers. Events hypoed the attendance tre-mendously, drawing 53,000 on banko night when an architect copped a \$1,500 pot. Final official figures not yet compiled, but the closing spurt may bring attendance up to its 4, 000,000 quota by a miracle. Follow-ing the example of Chicago's fair, it will be continued next summer for 100 days.

3,600,000.

Turnstiles actually clicked in 3,700,000 heads but around a million of them got in on the free list, including 800,000 passes used by employees, exhibs and concessionnaires. Some strong kicks about the number of passes, which means they will be cut down next year. General admissions brought in \$1,000,000, not covering total construction costs of \$1,880,000.

Many Shifts.

pointed to the post of program director for the 1938 Golden Gate International Exposition. Hanley was write, Madge Kemedy, in Paris Bound.

For five years he supervised and directed many, programs for the National Broadcasting Company in New S27,000, but that excludes the nut. York. Some of these were the IKKO Theatre of the Air and the Al Joison, Jack Benny, Fred Allen and Phil Baker shows. He will assume his new duttes here at once.

Modern Indians

Spartanburg, S. C., Oct. 13.

To bring more cash customers through turnstiles Cherokee Indians, whose autumn fair lasts a week and gird away south-wide crowds, went modern this year.

They went in for colorful lettering on tire covers, newspaper advertissing, gaia handbills and signboards, frord and several new major indusplus ether spiels—and as result twices of the Automotive Bldg, on the previous years.

which outdrew all other shows. is to be double in size, with larger aquatic shows and more guest stars. Civic auditorium was found so far out of the way as location for 'Radiolland' that it won't be used in future plans. Underground Expo hall, and civic stadium will get more large-scaled events. Theo. DeWitt's Showboat had a tough time making the grade, even though started by Don Bestor's ork and gate tax dropped, so it will be turned into a footing theatre. Swank Admiralty Club on top deck to remain the same.

Some bare ground behind stadium

top deck to remain the same.

Some bare ground behind stadium
is in for development for several
industrial exhibits. Amusement section will be extended over area now
taken up by U. S. Army camp and
Goodyear blimp grounds. Horticultural Garden is slated as a permanert feature, but they are depurating nent feature, but they are converting its two upper floors into an exclusive its two upper floors into an exclusive mitery on order of the Admiralty, besides making new pavilion for flower shows. Other improvements include a picnic ground, an open-sided auditorium for musical shows, as well as a shelter on rainy days.

... Holdover Concessions

Almon Schaeffer of the midway office is already dickering with eleven new concessionnaires for next eleven new concessionnaires for next season's reopening. Best current money-makers that are staying over are the Old Globe theatre with Shakespearean plays, Cliff Wilson's snakeshow, Hix's Strange As It Seems, Hollywood Cafe and Gra-ham's midget circus. Ed Hunger-ford's Parade of Years, which suf-fered from bad weather, may be re-vamped or given a root.

sered from had weather, may be revamped or given a root.

Indications are that a number of the smaller nationality cafes in Streets of World' will either change hands or get a change of policy, Spots selling souvenirs only too soon found out that 1.785,000 out-of-towners were more interested in flesh or novelty shows than in gimeracks.

Mike Speciale, owner of the former French Casino, largest on grounds, not yet decided whether he will continue nude frolics in it in 1937 or go more legit. 'Streets' was the biggest construction item, costing \$300,000, but space-buyers who were red-inked are confident that the street of the special contraction of the street of the special contraction, yet showing a second year's profit of \$888,165 after all note-holders had been paid off. Fact it will be only summer expo in country in 1937 expected to help Cleveland's, which kept 11,000 people employed and gave burg more national publicity than it ever got before.

Etial of the special country of progression, resigned at its last meeting. Said duties as head of Cleveland's country on the special country of progression, resigned at its last meeting. Said duties as head of Cleveland Electric Illuminating Co, would keep him too busy to carry on another year. Successor not yet appointed.

Barnes Show to Stay Home in '37, According to Insiders: A Stepchild

Chicago, Oct. 13.
Indications are increasing that the Ringling office will not send the Al G. Barnes circus out on the road next year, and will work with only next year, and will work with only the big Ringling Bros.-Barnum & Bailey show in 1937. Which means a drop from three to one circus in two years, the Ringling office this past season failing to send out the Hagenbeck-Wallace-Forepaugh Bros.

Barnes show is understood to have had a pretty brutal season finan-cially and has been pulled off, and stowed away in winter quarters about four weeks ahead of usual closing date. Ringling show is still

out. Barnes show throughout season Barnes show throughout season a stepchild and had to step aside and keep out of towns to clear the road for the Ringling circus. It was in what is considered an unorthodox manner in order to keep out of the Ringling path. While the Barnes show is figured to have wound up in the red, the independent Cole Bros. show, which is about the same type, will finish the season a reported \$250,000 winner.

Mismanagement Asserted

ditions in the midwest and far west unknown to the eastern agents. Also Baines show is figured as being sad-dled heavily by plenty of home of-fice salaries who haven't the circus or show biz background but who hold big positions with the operating

company.

President of the Prudential Investment Company of which the New York Investors Inc. is a subsidiary is reported down for a salary of \$50.000 while the treasurer of the above outfit is understood getting \$25,000 annually. Sam Gumpertz, manager of the Ringling interests, figured for

of the Ringling interests, figured for \$35,000 annual salary. Reported that the New York In-vestors company has a note in the amount of \$1.117,000 which matures in 1938. Understood that the comin 1938. Understood that the company has taken no mortgage on the physical assets as a protection to this note and t'e circus still continues under its individual Rindling Bros.-Barnum & Bailey identity as a going concern. Sam Gumpertz, besides bein actively connected with the management of the circus, represents the interests of the New York Inyestors company. Control of stock is reported held 30% each by John Rindling, Edith Rindling and Aubrey Ringling, the remaining 10% being owned by the N. Y. Investors Inc.

Never Satisfied

Charlotte, N. C., Oct. 13.

Charlotte, N. C., Oct. 13.

Norman Y. Chamblins, co-operator of the N. C. State Fair, complains that times are too good.

Last year at this time Chambliss had received 86 applications by mail for jobs during fair week and was spending half his time seeing job-luntil recently her specified by the complete her specified only three requests for jobs by mail and not a single application in person.

Fair employs about 250 persons as

ticket sellers, ticket takers, police-men, laborers, etc. The duration of the job is only one week.

Cows and Nags in K. C. Kansas Ctiy, Oct. 13,

The 38th annual American Royal Live Stock and Horse Show gets un-der way Oct. 17. Show lasts eight days. Railroads are co-operating with reduced rates. Twenty-five states are sending entries.

N. C. CARNEYS

Charlotte, N. C., Oct. 13. Charlotte, Nr. Oct. 13.

Carneys in the territory for fairs now include Rubin & Cherry at the Cleveland County Fair, Shelby, and Modern Shows of America at the Cheraw Fair, Cheraw.



Gladys George knows how to keep it.

She never risks Cosmetic Skin...

ake up your mind to be dazzled when you see Gladys George in her first picture! She has the eyes, the hair, the exquisitely soft, smooth skin of a real beauty!

She's very careful how she protects that gorgeous complexion. "I wouldn't think of risking Cosmetic Skin," she says. "I always remove rouge and powder with Lux Toilet Soap."

Cosmetic Skin-dullness, tiny blemishes, enlarged pores - comes when

pores are choked. Lux Toilet Soap's ACTIVE lather guards against this, goes deep into the pores, thoroughly removes stale cosmetics, dust and dirt.

Keep your skin lovely this simple way! Use Lux Toilet Soap when you renew make-up, ALWAYS before you go to bed. Pat in the rich lather, rinse with warm water, then with cool. Do this regularly for a while—then you'll know why 9 out of 10 famous Hollywood stars use this soap!

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72 PAGES

To Walter O'Keefe His Anti-New Deal **Spiel Was Just Another \$540 1-Niter**

Baltimore, Oct. 20,
All during this current presidential campaign it has appeared that a new form of show biz entertainment is the use of peformers to whip up enthusiasm at political meetings. Jim Farley had Lily Pons make a gratis appearance at the Democratic convention in Philly in June, where she vocally rendered a patriotic anthem; and of late reports have been sifting in of use of name swing bands, or of singers of patriotic, rousing songs to keep interest at a pitch during a political powwow.

Latest appears to be use a name comedy act to hold audience interest at a sectional stump spiel. Last night (Monday), at the Lyric concert hall here, the Maryland Jeffersonian Democrats (anti-New Deal group) held a fest at which former Gov. Eye of Mass. and Beinbridge Colby, Cabinet member under Prez Wilson, were chief, spielers. Addresses of both went out over NBC red ribbon from 9:30 to 10:30 EST. The powwownoweye, really started for visual audience at 8:30, and, to keep 'em incrested and entertained, the Jeffersonian Democrats brought Walter O'Keefe down from N. Y. to do a monolog. Reported O'Keefe got \$540 for the one-niter.

When he arrived, buyers wanted

monolog. Reported of Reets 500 cm.

for the one-niter.

When he arrived, buyers wanted comic to work one hour. He was willing to compromise on half that (Continued on page 31)

Second-Hand Applause **Worries Tacoma Fans:** Pix Tip Trade Tricks

Tacoma, Oct. 20. Is it true what the moving pictures

say about radio?

Fans who have taken their radio Fans who have taken their radio pretty seriously in these parts are appairently perturbed because the stispicion has been planted in their minds that the applause they hear various favorite programs isn't always MeCoy, but is produced by electrical transcription sound effects. Glimpses into the broadcasting trade tricks have been provided by several recent films and it shocks the natives to think that radio enthusisem comes wrapped up in these processing trade tricks have been provided by the provided by

Misprint

Cleveland, Oct. 20.

Since Paramount boosted
Eleanore Whitney, known to
home-towners here as Wittenberg, local theatres are topping
her name over others on marquees with one odd result.

Seeing her name in cast of
'Big Broadcast,' p.a. for Loew's
State puffed it up in lobby
poster. First show brought a
dozen embarrassing kicks. Discredit list, studio had chopped
all of localite's scenes.

NBC BIRTHDAY PREVIEW OF TELEVISION

As part of NBC's 10th birthday splurge, the much-promised television demonstrations will be uncorked. Originally a peep at the new contraption was skedded for late

new contraption was skedded for late last month, but plans were changed to rig the showings in with the coming celebration. Two sessions are on tap—one for NBC station exces and one for the press. Will be held some time during the week of Nov. 8-15, when the station boys are to be invited to New York for a banquet and other fan-fare.

SANTA CLAUS, INC., NOT GOING COMM'L-YET

minds that the appliause they hear over various favorite programs isn't always McCoy, but is produced by electrical transcription sound effects. Glimpses into the broadcasting trade tricks have been provided by several recent films and it shocks the natives to think that radio enthusizen comes wrapped up packages.

Some rabid fans have even suggested that the Pederal Communications Commission should compet and appliause.

Another Dance Maestro Mulling Carnegie Hall

Andre Kostelanetz may give a consect on Camegue Hall, N.Y., this winder to La Paul Whiteman. Kostelanetz in Hollywood Bowl with a Lily Pons sang there.

Find Whiteman's next Carnegie Concert is Dec. 1.

yet recovered. .

NOT SO LUCKY SONG PLUGGING

Publishers Make Friendly Protest to Lucky Strike Regarding Adverse Effect of Broadcast Pickings on Dealer Psychology

HURTS SHEET SALES

Pop music industry last week took steps to protect itself against the stymieing influence which it claims the Lucky Strike radio broadcast, Your Hit Parade, has come to have on the merchandising of piano copies. In representations made to the American Tobacco Co. the industry charged that music distributors and dealers have got into the habit of using the program's hit ratings as a standard for ordering and canceling their sheet copies, with the result that the publishers are encountering huge Josses in potential sales.

Protest, which was made through John G. Paine, chairman of the Mu-sic Publishers Protective Associa-(Continued on page 52)

14-YR.-OLD TENCRS WITH LONDON SAVOY

Detroit, Oct. 20.
Albert Ziarko, 14, son of a local pastor, has been signed as a tenor by the London Savoy Opera Co. is the youngest tenor ever to be signatured by Savoy.
Boy has a five-year contract and is in N. Y. preparing to sail for London. His father, the Rev. Albert A. Ziarko, pastor of a Methodist Episcopal church in Hamtramek here, said the boy's mother was the only music tutor he ever had.

Us Americans

London, Oct. 20.

Flouting all the tradition of old England and ignoring its historic heritage, a Paramount cameraman knocked over the Dean of Westminster Abbey while newsreel units were discussing with him the possibilities of filming the full Coronation ceremony of King Edward. Photog, casting an appraising eye round the interior to seek out camera positions, spied two priceles; stained-glass windows which are among the most jealously guarded treature. The ancient pile.

That's one thing we'll want, Dean,' he said. These two win-dows will have to come out for the time being" The Dean, the

Gladys George's P. A. m Dallas Almost Like 'Personal Appearance'

Slight Switch

Johannesburg, Oct. Il what can happen to a Il title fay from home is demon-strated/in the local switch given Warners 'Hi, Nellie' Currently at the Palladium, the picthe, starring Paul Muni, is called 'Hi, Muni.

25 NITERIES ON ONE 52D ST. **BLOCK**

The 25th nite spot on West 52d street, N. Y., will be Billy Reed's La Rhumba, the only boite ith the Cuban motif. Reed is currently mc. at Leon & Eddie's and it'll be bankrolled in part by Albert Hailparn, advertising manager for L. & E.'s, but will. only have the moral support of Leon Enken and Eddie Davis. 7.

Rhumba will be at No. 20, next door to Jack White's and almost directly oppos L. & E.
New for the nitery street will be William Weber's Clover Club, at 62.

W. It opens Oct. 22 with Jackson, Irving and Reeve heading the show, shifting over from the Yacht Club. No. 62 is the former Bonita's, hence not a new spot; just new billing.

1ST MALE SOCIALITE IN CAFES—LARRY WHITE

First male socialite songster essay the cycle of Blue Book boop-a-doopers in the niteri ill be Lawrence White of the Rumson family. He opens for Guido and Paul Carey at the new Blue Danube room on East 57th street, New York, the site of the former. Embass Club, Room has been known as a 'jinx' spot, and Guido, with Carey's financing the's of the J. P. Carey Grand-Central station shopping stores knows that before opening. Theom was to have been called the Coronet until a title confliction arose. B. S. Bercovici supplied th Danube tag, idea being Viennese, on' the order of the St. Regis hotel roof's decor, which Bercovici exploited previously Barry Winton's band will office.

Cornet until a title confliction arose.

B. S. Bercovici supplied th
Dautabe tag, idea being Viennese, oir
the order of the St. Regis hotel voor's
decor, which Bercovici exploited previously Barry Winton's band will
office.

DIVA'S \$2,000 NITERY DATE
First nile club engagement for
Mary Lewis of the opera stage will
base). Each time one is bought, ittoe at the Versailles, New York, commencing Oct. 29. Salar \$2,000. didale on the scoreboar
Offstage Miss Lewis is the ife of
Bob Harque, oil magnate.

Miss Lewis replaces Beauty fields
in the Versailles show, with the latter going to Chez Paree, Chicago.

A personal appearance by lm ar and her manager-press agent A personal appearance by lan star and her manager-press agent which might have written by Lawrence Riley, but wasn't, occurred here prior to southern premiere of Valiant Is the Word for Carcie, with Gladys George in attendance. Rutus Blair, Paramount publiciteer, was sent along with Miss George. The pair, arrived and coolness, already was evident. Clarence Linz, v. p. of big insurance company, former receiver for Interstate, and host to Miss George during the theatrengagement of Personal Appearance a year ago, headed the party of greeters. For photographers kissed the film star. Later at party for Dallas Miss George storched her p. a. i loud voice, claiming he had not picture, read book nor seen her Personal Appearance. Linz again ramrodded party same evening for dinner given in Streets of Paris Centennial Club. Linz "ousted Blair from Miss George's side to flants her with Harry Olmsted; expo head, and Nathan Adams, local banker. This (Continued on page 23)

Commersh Buys Ruin Sustaining Grid Deals; Colleges Prefer Cash

Spreading around of money among colleges for the broadcast rights to football games by such commercials as Kellogg and Atlanti Refining has made it tough this season for NBC and Columbia to obtain sustaining permission from some of the educational institutions. Latterhave taken the attitude that there's no reason why they should these privileges away Yale and the others bi

and CBS that they will stick to their non-payoff policy, even if it necessitates passing up all major games. The two webs are cooperating closely in this direction. Every time college or university tells one network that it will have to be so much or else, there are (Conti

Drinking 'Em Home

WRITERS DOMINATE IN PAST YEAR'S 21 NEW PRODUCERS, 20 DIRECTORS

Republic Tops with Seven First-time Meggers, and One to Produce-Columbia Upped Five to Direct, and Three Were Made Producers

Hollywood, Oct. 20. Regarded as one of the most si ificant developments in the picture business within the last year, 21 pro duction supervisors irectors
have been added to the top working forces of the studios.

Writers dominate in both divisions with 16 elevated to producerships rst chance to direct feature-length productions

Seven from the production offices promoted producerships while two were drawn from the publicity and advertising ranks

In the directors' division, si sistant directors and an equal num ber of writers have been given their initi chance to irect. Four film editors and three irectors of short subjects conclude the list.

Survey shows that Republic stu-dios gave seven their first chance to direct and one produce. Colum-bia elevated five to directorships and made three producers. Universal

direct and one produce. Commissia elevated five to directorships and made three producers. Universal score is three directors and four producers; Radio, five producers and two directors; 20th-Fox, five producers and one director; Warners, two producers and two directors; mount, two producers.

Writers elevated to producerships are Ralph Cohn, Howard J. Green, Wallace MacDonald, Columbia; Morie Ryskind, Joseph Pasternak, Robert Presnell, Universal; Sain Engel, Bögart Rögers, Gene Markey, 20th-Fox; Joseph Mankiewicz, Sam Marx, Michael Fessier, James K. McGuiness, Metro; Earl Baldwin, Warners, Howard Estabrook, Grover Jones, Paramount.

Production managers upped to

Jones, Paramount
Production managers upped to
producerships. Val Paul, Universal; Lou Lusty, Joseph Henry
Steele, Lee Marcus, RKO; Harold
Wilson, 20th-Fox; Jack Cummings.
Metro; Gordon Hollinshead, WB.
From the ranks of publicity and
advertising elevated to producerships are Robert F. Sisk and Hal
Horne, both RKO.
Writers made directors and Arthur

ships are Robert F. Sisk and Hal Horne, both RKO.
Writers made directors are: Arthur Lubin (U), Wells Root (Republic), Robert Riskin; (Col.); Sidney Salkow and; Lewis - Respectively. Joseph Sherman (MGT.
Assistant directors made irectors: Nate Watt. Republic; C. C. Coleman; and David Schman, Columbia; Edward Killy, RKO; Erroll Taggart, Metro; William McGann, WB.
Directors of shorts who have been upped to direct features are: Raiph Staub, Republic; Del Lord, Col.; Leigh Jason, RKO.
Film editors who have been promoted to directors are: Joseph Kane, Rep.; Gordon Wiles; Col.; Milton Carruth, U.; William Clemens, WB.

'Lightning' for Howard. Then Another for Korda

Hollywood, Oct. 20.
William K. Howard is returning from London Oct. 28, according to Walter Wanger, who has engaged the director to handle 'Summer Light-ning.'

ning.'

Howard plans to return to England in May to do another picture for Alexander Korda.

Marshall's Col. Pact

Hollywood, Oct. 20.

Herbert Marshall, now in London on vacash, has signed a five-year contract at Columbia to appear two or three flickers, per annum. Marshall still has one picture to do under his pact at HKO before switching to Columbi

Par's E. E. Horton Trio

Hollwood, Oct. 22.
Paramount has signed Edward
Everett Horton to a three-picture
contract. Harold Hurley produces
the series.

Joe E. Brown's 'Birthday'

Hollywood, Oct. 20.
When's Your Birthday? will be
Joe E. Brown's first starrer for
Joevid L. Loew productions (RKO).
W. Scott Darling and Richard
Macauley are scripting from an orig
by Fred-Ballard.

WB Pic May Slander Lawyers a Bit That's No Reason to Ini. It

Hollywood, Oct. 20.

While admitting Law Her Hands' is in bad taste, Federal Judge Leon R. Yankwich dismissed suit of attorney Max Gifford to enjoin Warners from further showing of the picture. Bench ruled that a large group, such as the bar, couldn't be fibeled, and there could be no interference with freedom of expression. Gifford charged the film was injurious to his profession, in its implications of dishonesty and trickery among the legal craft.

BURLESQUED GANG PIX NO GAG TO O. CENSORS

United Artists is protesting action of Ohio censors in declaring for cuts in Gay Desperado, taking exception to some gangster and other scenes that are considered burlesqued by UA and should not be judged in any

OA and should not be judged in any other manner by a censor board. According to latest information, UA has refused to make the cuts suggested by the Ohio board, with result the picture is being held up in that state. UA has had no censor trouble elsewhere with 'Desp.'

George Herribini, crestor of the Kraty Kat comic strip, bas been brought from New York by Warners to adapt Music In His Feet.
Yarn, by Robert Leath and Frederick Colline, is soon to be serialized in Liberty.

N. Y. to L. A.

lorence Eldridge, Margaret Ettinger, Harry Foster. Freddie Fralick. Franziska Franziska Gaal. Monroe Helli Dick Henry. Miriam Hopkins. Marti Jones. Bert Kalmar. George Kelly Freddie Kohlmar, Anita Louise, Rouben Mamoulian, Fredric March. William Morris, William Pine. William Pine,
Harry Ruby,
Myron Selznick,
R. C. Sherriff,
Paul Soskin,
Leo Spitz,
Arthur Ungar,
J. J. Wildberg.

L. A. to N. Y.

John Blystone, Kenneth Clark, Maude Eburne, Cliff Edwards. Ed Finney. Nedda Harrigan Nedda Harrigan.
Jesse Lasky, Jr.
Nat Levine.
Jack Moss.
Warner Oland.
Rex O'Malley.
Mary Pickford,
William Pierce.
Charles R. Rogers.
Louise Stuart Louise Stuart Ethel Sykes. Gregg Toland. Raymond Wa Lucille Watso nd Walburn



General Motors Symphony Every Sunday Night — 10 P.M. E.S.T. NBC Coast-to-Coast

WB PAID \$150,000 FOR 'TOVARICH'

Warners is stated to have bought the picture rights to Tovarich, which Gilbert Miller presented at the Plymouth, N. Y., last Thursday (15), but the film company evaded confirming the deal. Purchase was made in England months aso when the play was running there and the reputed price was \$150,000.

In New York picture circles. it also is understood that Warners made the purchase and the other firms—have withheld bidding because of that. An agent who agured in the deal stated Tovarich was off the market. Original author, Jacques Deval, is currently the Coast in the 20th Century-Fox studio. Latter, however, expressed no

Jacques Bevar, is current. Coast in the 20th Century-Fox studio. Latter, however, expressed no interest in the play because of the Warners report. Price also includes another foreign play.

During the London run several American companies bid for the rights. Paramount offering \$100,000. Robert Ez. Sherwood, who adapted the play from Deval's French, thought that a good 'price but he outsmarted himself. 'Miller rejected the bid but settled with Sherwood on the basis of the Par bid. Later Par went to \$125,000, 'then dropped out of the bidding.

A recent purchase by Warners is The Great Crooner, 'Clarence Buddington Kelland's story which ran in the Saturday Evening Post.

Hollywood, Oct. 20.
Producer, clowning on a set, kissed Gail Patrick's hand with continental decorum and topped it with 'Madame, you've been kissed by Ivan Lebeden.'
Now site you be Francis.

'Now give me the Francis Lederer touch,' cracked Miss Patrick, 'a dollar for the World Peace Foundation.'

WB 'Gold Digger' Bally Air Troupe Picked: Gang Nabs 24 Cities

Hollywood, Oct. 20.
Warners has set leads and chorines for the 'Gold Diggers of 1937' irline ballyhoo trek around the country, starting Nov. 15. Plane will hit 24

Rosalind Marquis, spotted in the film, will be singer for the group, with Fred Lawrence m.c. Girls include Melba Marshalt, Lois Lindsay, Mary Cassidy Rose Thomas ciude Meiba Marshail, Lois Lindsay, Mary Cassidy, Rose Tyrell, Helen Lynn, Naida Reynolds, Carolyn Newell, Beth Renner, Nelda Kincaid, Eleanor Bailey, Helen Seaman, Lor-rain Gray and Sue Gomes. Gals get three-week contracts while at studio prior to tri

Playdates are being arranged through chambers of commerce, mayors, etc., by Ed Selzer, Warners publicity chief.

Jeanne Madden has been added to sing some numbers.

Ilinerary follows: El Paso, Ft. Worth, Dallas, Memphis, St. Louis, Chicago, Detroit, Cleveland, Pittseburgh, Washington, Philadelphi, Boston, New York, Albany, Syracuse, Rochester, Buffalo, Columbus, Clincinnati, Louisville, Kansas City, Denver, Salt Lake City, San Francisco and Los Angeles.

THE LUNTS IN PICTS **AGAIN LOOKS NO DICE**

A Hollywood deal again cropped up this past week for Alfred Lunt and Lynn Fontanne, co-starring in Idiot's Delight at the Shubert, N.Y., but there is nothing to it. Lunts like the idea okay of making matter with the results of the stage of the results of the stage of the results of the resu

Lunts like the idea okay of making another picture, but ir stage standing comes first. Their last and only picture chore was 'The Guardsman' for Metro.

Also they want something to say about, story selection if they sign again, Time element also has to be considered. When the N.Y. engagement closes, they will tour for a time, taking along 'Taming of the Shrew' for a duo-repertory tour over the U.S. Then to London for a production of 'Delight,' though with some slight revisions. 'Obviously there is little time free for a Hollywood chore.

Philly Scribes Slap New Suit On RKO 'Dream'

Philadelphia, Oct. 20.

Suit against RKO and the Small-Landau agency was filed in Common Pleas Court here today (Tuesday) by attorney for David G. Wittels, who, with Elsie Finn, alleges authorship of an original story from which RKO made Lily Pons' pic, T Dream Too Much. Plaintiff charges RKO officials and Small-Landau, conspired to defraud them by purchasing story through straw man at far below its true value. Miss Finn is not ing and may sever her claim from Wittels' action.

Complaint demands injunction against further sales or showing of film and accounting of all money earned by it pending final judgment. Three affiliated RKO companies are named: RKO Distributing Corp., which has offices in Fhiladelphia; RKO Radio Pictures, Inc., and RKO Studios, Inc. Edward Small; v.p. charge of production of Reliance Pictures, is senior partner of Small-Landau, but not mentioned suit.

Isie Finn Wittels, given screen credits and sublicity as

charge of production of Reliance Pictures, is senior partner of Small-Landau, but not mentioned suit.

Isie Finn Wittels, given screen credits and publicity as suthors, charge RKO, after rejecting story as unsuitable, instructed Small-Landau agency to purchase it under false pretenses. Suit claims that after receiving rejection notice from RKO (which meantime tained script), the authors were approached by Small-Landau, agency pretended that, hearing of rejection, it was entering scene without authorization to dig up possible buyer. Asserts Arthur M. Landau, agency told them buyer was Frank Beetson, an 'independent producer working on a shoestring'.

Authors further tharge they finally signed contract after being repeatedly urged by Landau his New York offices in Empire Theatre Bidg. Contract already carried signature of Frank Beetson. Within few days, they cleim, they discovered through RKO publicity that producers were real buyers, that further investigation revealed Beetson was not a producer, had no means and no intention of producing picture and that he was statched to the Small-Landau agency in Hollywood.

Elsie Finn is pic crick of Philadelphia Record. Wittels is a feature writer for same sheet. Plaintiff's atorney is Joseph Cross, of Philadelphia RKO has previously been sued by Sam Shipman, playwright, charging 'I Dream Too Much' was plagiarized from an unproduced play by him.

rized from an unproduced play by him.

Holt, Gibson, Williams For Australian Pic

Sydney, Sept. 29.
ric Bedford, Commonwealth Pictures, returned here during the week from America with the announcement that Jack Holt, Hoot Gibson, and 'ig Boy' Williams, are comig to Australia to make a pic and play role.

Stated Snowy Baker and Holt's son would also make up the party.

SAILINGS

Nov. 4 (London to New York)
Clifford Fischer (Normandie).
Oct. 21 (London to New York)
Kurt Robitschek (Ile de France).
Oct. 21 (New York to London)
Merle Oberon (Queen Mary).
21 (London to New York)
Belloc Lowndes (Aquitania),
Oct. 17 (New York to London)
Gilbert Miller (Eurona).

Oct. 17 (New York to London)
Gilbert Miller (Europa).
Oct. 17 (New York to London)
Henry-Henigson (Britannic).
Oct. 14 (New York to London)
Phillips Holmes (Normandie).
Oct. 14 (New York to London)
Vilma Banky (Aquitania).

ARRIVALS

Matthews, Lauritz Melchior, ka Gaal, Vladimir Golosch-A. Matthews, Lauritz mercinos, Franziska Gaal, Viadimir Golosch-mann, John F. Hayden, Viola Keats, Jacob Texiere, Katharine Cornell, Charles Pettijohn, Claire Luce, Mrs. Eni Szantho, A. Trok, Guiomar Charles Pettijonn, Claire Luce, Mis-Eni Szantho, A. Trok; Guiomar Novaes, R. C. Sheriff, Carlos Mor-elli, rederick Lonsdale, Collette D'Arville, Camilo Aldao, Sandr Rambeau, Jack Connolly, Pesca Ku-

Hollywood Going Rancho

San Fernando Valley's Big Boom—Both for Hideaways and Studios

By FRANK SCULLY

Hollywood, Oct. 20
'Goi Hollywood,' which the picture crowd hasn't done for 15 years, not since they went Beverly Hills, Bel Air, 'Malibu and, Palm Springs

not since they went Beverly Hills
Bel Air Mailbu and Palm Springs
anyway, now means
San
Fernando Valley.
Anything north of Cahuenga Pass
and south of Santa Barbara is the
Valley. Anything from 'commercial acre,' which is a chiseler's
yardstick applied to Euclid, up to
1.000 acres is a ranch. Ranches grow
walnuts, oranges, alfalfa, cattle, ragweed-or-bucolic-dialog.
Maminy-singers,
producers, irectors and even marquee cowhands now have ranches to
get away from it all. First breakdown is, installation of telephone.
Next is inviting friends to run out
just for the drive. Next step is finding more weekend guests around
than a roadhouse. Final step is packing lot of chow on saddle fierses
and ing into hills Saturday
atternoon and staying there till Sunday morning to get away from the
weekend guests at the ranch.
Oldest living resident in the Valley probably Harry Carey, the
Bronx cowboy. Carey homesteaded
out that way 20 years ago.—Picked

a place which had a little stream and worked the rancho up to 4,000 acres. Imported some Navajo Indians and opened a trad-ing post selling canned goods to the natives and Indian rugs to the tour-iety.

City came along and built a dam behind him, gypping all his water. Topped that with a dam-break which drowned out 900 peasants and rolled Carey for \$300,000. When he dried Carey for \$300,000. When he dried out he thought of putting a diamond hitch into his flattened bankroll and going back to town, but second though he figured a dam couldn't break twice and so he stuck to the

soil.

Soon he was winning Bill Hart, Charley (Moran and) Mack, Hoot Gibson, Trem Carr and other saddle to staking out ranchos. They formed the outer tringe, the last frontier of Hollywood. The more timid romantics spread their tents just over the Cahuenga Pass at Toluca Lake, half way between the Universal studie and Warners' First National lot.

This easis soon had Jim Tully. Mary Astor, George ick Powell, Helen Twelvetrees, Claude

(Continued on page 31)

TELEVISION AND RADIO-PIX

Landon Willing to Go Double Bill With Picture Mob But Gets Chill AYLESWORTH 0. 0.

Hollywood, ct.
Candidate Landon spoke here toight (Tues.) but he took no studio
bows before he left fown. Fact is,
politically-minded, thesps gave him
a wide berth and local GOP'ers, a
nasty of jitters. The hurrah
up among the old goard
when news of his coming, was reived nearly turned into a dirge.
Seems the Landon crowd.

seems the Landon crowd booked im into town before they checked up on the availability of halls for the night. Where to pitch the platform was rallying cryrine auditorium suited them just right, but it was rented for the night to a committee of film people staging an anti-Nazi meeting.

How About the Hall?

How About the Hall?

Several the GOP campaigners stalked the picture committee to call off their anti-Nazi meeting; that Landon would like to speak in the hall that night. No dice, and that was that. Better a half load than no loaf at all, the politicos would make concession—they would the evening with the pix meeting. A good old double bill.

What the GOP meh ide't new

ing. A good old double bill.

What the GOP mob idn't now was that the local committee also reads the daily papers. Day before, the Hearst evening sheet carried a dispatch in which some German societies indorsed Landon's candidacy, ostensibly in response to a plea from Hiller. That cooked the GOP goose in Hollywood.

goose in Hollywood.

Committeemen started on the prowl for another spot, but everything was booked solid. Pan Pacific aud. oke but an electrical show was in progress. Nope, their candidate wouldn't care to share the evening ith ing machines and trick kitchen props. Next they turned to the Olympic. The fights were on and he had one of his own so that was out.

turned to the Olympie. The fights were on and he had one of his own so that was out.

As last resort they turned to the Coliseum, plenty big and iry. A fervent prayer went up for warm weather. Outdoor joint seats around 120,000, but it's been chilly hereabouts of late.

Anti-Nazi League, now billing self as the Hollywood Anti-Nazi League for the Defense of Américan Democracy, filled Shrine Additorium, a 6,000-seater, tonight with Eddie Cantor. Fred Keating as attractions, Lewis Browne, ex-rabbi and author of This Belleving World, as chairman, and Rev. L. M. Birkhead as principal speaker.

League issued first edition of its publication, "Facts," edited by Oscar Hammerstein, 2d, idney Buchman, Marian Spitzer, red Keating, H. L. Kraft, Sigmund Hertzi and Leighton Brille.

Picture crowd en lasse.

LaCava's \$8,500 Idea

As result of his irection on My Man Godfrey' (U), Gregory La Cava services been placed at \$8,500 a week, which is tops for a megger. Myron Selznick is offering him at that figure with a 10-week minimum on each job. La Cava leaves for Hollywood end of this week, after a three-month European jaunt. He has been in N.Y. in the interval.

Minnelli, Legit Stager, For Par Art and Prod.

Vincent Minnelli, legit and presentation stager, must report at Paramount on the Coast Dec. 15 to start Jan. 1 three-year

Minnelli will do art direction and work into production. Set by Lyons, McCormick & Lyons.

Dickson's Debut

Hollywood, Oct. 20.
ick ickson, Fox-West
Coast district theatre manager,
loves a parade. He has gone
for the things for years. He got
inself a hoss, saddle with its
proper accourtements, etc. Then
Harry Sherman, producer of the
Hopalong Cassidy
of
westerns, saw the guy.
He made it—he's goi

FRED NIBLO TO TOP NBC WPA **PROGRAMS**

red Niblo, whose forte as a silent wer mammu. Hur, has spectacles such been signed by NBC to m. its WPA program, utilizing pros on the government, relief roles, otherwise unemployed. Prior to going into the picture biz years ago Niblo was a headline vaudeville monologist, author and actor-manager.

ther and actor-manager.
Date for the first WPA program, which will be patterned after the amateur shows except that professionals will be used, has not yet been set. NBC expects, however, to start the coast-to-coast full hour sustainers early in November. Auditions of WPA performers have been going on for over a month.

Niblo has been inactive for the past few years. His son, Fred Niblo, Jr., is writi for pictures on the Coast.

Coast.

NBC will institute a stiff exploitation campaign before and after the
program's start to reacquaint the
public at large with Niblo and his
past efforts.

CLIF WEBB SAYS HE'S **NOT SORE AT H'WOOD**

Clifton Webb, currently appearing in 'And Stars Remai ' at the Guild. N.Y., says he has no peeve against Hollywood for not usi im in a picture. Parts which were up for consideration did not meet his approval, or the execs thought otherwise

Former dancer was under contract to Metro for a year, but idle throughout the entire

Par Buys 'Woman Interne' For Claudette Colbert

Hollywood, Oct. 20. terne' as possi starrer for Clau-dette Colbert. Faith Baldwi mag

dette Colbert. Faith Baldwi mag yarn was acquired by William Le-Baron after spirited bidding by: erat other studios. 'Interne' is slated to follow adopta-tion of 'I Met Him. Paris, schod-uled as Miss Colbert's next. 'Paris' is to follow Mai of Salem, cur' rently in production.

London, Suh!

London, Suh!

Set by Lyons.

Cormick & Lyons.

Kentucky Colonels in Eng. 20. 210. (from the second by General Charles Tettijohn and the some his tome, sored by General Charles Tettijohn and the some his tome, sored by General Charles Tettijohn and the sore his tome, sored the sored

Three Execs Special Researchers — To Review the Radio Vs. Films Situation With Special Eye to Tele

GREAT IMPORTANCE

isn't any doubt that the major companies are serious on the radio-versus-films situation. Something has to be done and the majors are taking up the situation and the majors are taking up the situation and report back. Nicholas M. Schenck, M. H. Aylesworth, and Harry M. Warner constitute this committee.

'This group will not only study the radio pix situation, but also will inquire television and si illit of that related art. Committee was organized several weeks ago, but thus far there have been no official indications on the procedure which it would follow in maki its study and i strong the strong of the stron isn't any doubt that the

highest importance to the trade at large.

Radio versus films, of television, is perhaps today among the top topics of immediate concern, to the trade, and such a committee is therefore privileged with great responsibility, not only to films but to radio and allied arts.

The mere creating of this committee indicates that the film people are manifesting serious intention to acquire the fullest possible knowledge of the situation so that understanding between radio and films can be had which will be helpful to both, with the arrival of television.

ADDING S.A. TO **'PLOUGH-STARS'**

Hollywood, 20
RKO-Radio sexing The Plough and the tars' while John Ford, the director, is in absentia. Ford sailed on his yacht for Honolulu two weeks ago, with his Pat, and his daughter, Barbura. is wife followed by steamer.

Before leavi he had presumably cut 'Stars' and it was ready for release. As yacht' disappeared beyon, the horizon studio excesswent to work steppi scenes between Bar Stanwyck and Presson Foster.

Lasky, Jr., to London

BRADY AS 'BERNHARDT'

of serge Arthur ersul a screen play by and Paul Schoffeld,

SCHENCK-WARNER Intra-Studio Regulation of The Radio-Pix Situation Now Looms As Most Likely, Rather Than 'Czar'

Aylesworth's Stance

M. H. Aylesworth, ing Soci Moti Engineers in convention Rochester, N. V., denied radio is meniacing the theatre and motion-pictures. He ass that each belps the other. He said radio is now at its peak and yet a larger percentage of population is attendi motion pictures than ever With television reckoned with he

contain.

She will play both the Chicago and N.Y. theatres at guarantees and percentages over certai figures, her guarantees for both weeks understood to exceed \$20,000.

LAUGHTON TO H'WOOD AFTER HIS KORDA PIC

London, 20.
Charles Laughton now free agent. He is here completing 'I, Claudi for Alexander Korda (London Prod.) and, when that is over, is understood going to Hollywood to negotiate several single ture deals.
Laughton's deal with Metro was on a personal Irving Thalberg basis and he now deems that over and does not carry over to M-G. Actor prefers not to be tied down by contracts, but make separate picture deals as he goes along.

Plane Pilot Dan Bosne (The McCoy) to Bally Pic

Hollywood, Oct.

RKO Radio, having been criticized for not having spent an additional \$100,000 on 'The Last Outlaw' and thereby stepping it up from westerne an 're, has decided to release iel Boone,' rge O'Brien's starrer, in color an A picture.

O'Brien is going to make personals piloted around an avaitor o's McCoy monicker is Bone. Margaret Churchi wife.

Ruggles-Boland Opus

and

sent lukewarm attitude of towar itrator on all air

single appearances of film artists may lead to abandoni

lavor:
cators. While. ividual'czar' plan now seems more li
win out, several individuals
been mentioned for the industry's,
single itratos position should industry leaders consider the situation
critical enough to force the one-man'
supervision through.

supervision through.

Greatest sentiment this week is in favor of each company settling its own problems. In the radio-picture, difficulty which has produced so many squawks from exhibitor organizations. This plan would be for, each film producer to establish one man within its organization who would pass on provisions of player contracts and see that every artist lived up to the contract all spects. New position would resemble that of an assistant general manager at each studio.

This would enable, each company

manager at each studio.

This would enable each company to protect its own valuable property (the stars) and prevent disruption of the studio's production schedules. At the same time, such an alignment would prevent friction that might occur should one man be named to represent all film companies and certai io interests.

No Haysian Control

No Haysian Control
ility that the Hays organization might set up an individual department, with one man having full authority, similar to the present code a dministration office (which passes on pictures) or the advertising censorial division, was promptly disavowed by Haysians. Only chapte that such might occur would be if the member companies themselves

(Continued on page 31)

Sid Silvers . President. 154 West 46th Street, New York City

SUBSCRIPTION.

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AGENTS PAN THE LACK OF AUTHORITY BY FILM TALENT SCOUTS IN THE EAST

Prospectus Held Up

Washington, Oct. 20.
Peddling of stock in Hollywood
Famous Pictures, Inc., potential
manufacturer of quickies, was halted
temporarily. Monday (19) when
U.S. Securities and Exchange-Commission ordered hearing on charges
promoters of the venture misstated
and omitted numerous pertinent
facts in application for permit to sell
stock to the public.
Without making known exact nature of the errors. Commish cited

20TH EXECS MUST FILE

INFO IN 'MILLION' SUIT

Preliminary to the stone of the \$500,000 plagiarism suit involving the film, "Thanks A Million," Federal Judge Henry C, Goddard, N. Y., on Monday (19), signed an order directing William Michel, v.p. of 20th Century-Fox, Franklin Underwood, its N. Y. story editor, and Rufus Lemaire, former casting exce, now with Universal, to answer certain queries demanded by the plaintiffs, Morgan Wallace and Lawrence Shubert Lawrence. At the same time, 20-Fox, the defendant in the action, was ordered to file with the clerk of the court within 20 days the scenario of the film.

of the film.

By SEC: Facts Missing

That's Main Reason Why Studios Muff So Much Fresh Talent Over the N. Y. 10%ers-If It's Not That, It's Bum Testing, No Direction, Makeshift What Have You Facilities,

In answer to Hollywood film studio charges, and as clarification of the subject rather than a defense, the eastern agents who supply talent for picture companies themselves are chiefly to blame for any objectionable features in the present booking and casting system; and that the picture companies are the only ones in a position to correct them. The principal cause of misunderstanding harmous Pictures, Inc., manufacturer of quickies. in a position to correct them. The principal cause of misunderstanding and disputes between agents and studios, the agents aver, is basic weakness in the system—lack of authority on the part of those who represent the film producers in the east.

Chief means of contact between eastern agents and film producers are the studio talent scouts. The key to the entire casting problem, the agents point out, is that none of the several major studio talent scouts or casting executives in New York possesses the power to close deal, or even bring it anywhere near a satisfactory conclusion. The authority of the eastern studio representatives does not extend beyond the recommendation stage.

stock to the public.
Without making known exact nature of the errors, Commish cited promoters to show, up Oct. 29 and explain why many material facts were missing from papers submitted with the registration form and to discuss apparent misrepresentation of other vital information. Order said necessary dope was missing from the prospectus, facing sheet, one exhibit and 11 items of the registration application.

Revealing plan to turn out films costing \$10,000, company asked franchise to self stock in interstate commerce last month. Plea revealed no business has been done and no stock has been sold. Chartered last spring and based at Los Angeles, firm lists John Charles as president; Henry S. Orozco as vice-prez, secretary, treasurer, and director; and V. Strauss Charles as assistant sec.

Usual Routine

Usual Routine
The customary routine for eastern talent buying requires scouts to report to studies on possibilities. If the description interests the studie, the scout is told-to make a test. Once the test is made, the rest is all in the hands of Hollywood. And there, say the agents, is the rith.

nere, say the agents, is the rib.
Rub No. 1 the eastern fest it self and the question whether eastern tests are accurate and fair. The general impression is that they are not, and easting statistics, which show that no more than 10% of eastern screen tests result in Coast engagements, tend to prove it.
With the excention

gagements, tend to prove it.

With the exception Warner Bros, which does its testi at the Brooklyn shorts studio, none of the icture companies maintains a testing staff and equipment of the quality that's common "at all studios on the Coast. The staff all studios on the Coast. The staff and direction, expert makeup help, film technique concling and other helpful enhancements which are given acting candidates in Mollywood, are not available to the "average New York-tested actor. As a result, eastern tests freactor. As a result, eastern tests fre-quently have done players more harm than good.

The records show that a large ma-

(Continued on page 27)

After 24 Years at U, Henry MacRae Gets First Written Pact

Hollywood, Oct. 20.
After 24 years with Universal studios as serial producer and director without a written contract, Henry MacRae has been given a termer by Charles R. Rogers.
Deal is a three-way ticket, giving MacRae status of producer, director and writer as well as carrying title of associate producer in charge of U serials.

Bobby Breen's Met Pic

Hollywood Boy Blue, an original by Lorlen Brent, L. A. school teacher, has been bought by Sol Lesser as a Bobby Breen starrer.

Breen starrer.
Story is about singing shepherd boy who cracks the Met.

Steiner Scores Another

Warners has borrowed Max Steiner from Selznick-International to handle musical score Green Light.

This makes four unreleased pix he has worked since joining S-I, including The Garden of Allah, 'Charge of the Light Brigade,' Lost Horizon and Light.'

Sid Chaplin May Return To Films on G-B Offer

Nice, Oct. 9.
Sid Chaplin, Charlie's brother, whose wife died here six weeks ago, is dickering with Gaumont-British to re-enter film work, breaking a 10-year retirement.

Friends are advising Chaplin that work is the best antidote for what ails him, but he hasn't decided.

Empire, vaude house which opened last week in Paris, wired him an offer to play a two-week stand there, but he won't accept for a while.

CHOPIN OPUS CAPRA'S NEXT

Hollywood, Oct. 20.
Frank, Capra's next production at Columbia where the story based on lite and work of Frederle Francois Chopin, French-Polish pianist and composet. Sidney Buchman, contract writer, did the original, and is working on the script. Robert Riskin probably will collaborate on final treatment when he finishes his codirecting assignment on the Grace Moore picture, 'Interlude.' Francis Lederer will play the title role. Capra, meanwhile, is pushing the

Lederer will play the title role. Capra, meanwhile, is pushing the job of cutting and sound-dubbing The Lost Horizon. He has sent a call for Sam Jaffe, who plays the lama role, to return for some retakes. Studio has been unable to locate Jaffe, who is said to have left for New York.

for New York.

Columbia has signed Francis Lederer to a four-year contract. Deal calls for three pictures yearly, with actor allowed to do one-a-year off the lot. Lead in 'Chopin' is his first assignment.

Lederer still owes Jesse Lasky one picture on a precond-lower.

picture on a personal contract, newal of which was recently lowed to lapse.

B. & A.'s New Par Deal

Hollywood, Oct. 20.

Burns and Allen have been signed to a new two-year contract by Para-

Team is standing by for an assign-

Parlor Pugilists

Hollywood, Oct. 20.
Congress of Western Writers were penciled in to Parlor A of Roosevelt hotel for a meeting. So was the Screen Playwrights, Inc., an organization on the other side of fence.

Before shock could be transposed into fist fight, hotel officials apol-ogized profusely to both groups and herded the Western Writers in Parlor D.

Music Hall Takes 'As You Like It' From 20th, But It's No Truce

Si ificance of the booking by Radio City Music, Hall, N. Y., of 'As You Like It' from 20th Century-Fox is none, according to all claims, except that neither side is trying to be unfriendly This picture was offered the Hall, in the usual course of selling product, the same as other 20th Fox pictures, have been submitted to this theatre though going elsewhere when not wanted by the management.

this theatre though going eisewhere when not wanted by the management.

Understanding is that the Music Hall desired 'As You Like It,' made in England with Elisabeth Bergner the star,' and that 20th accepted the deal. The booking is claimed to involve compromise over the claim of 20th that the Hall is obligated to it on combitments last year to the extent of nearly \$100,000 or that the Bergner Booking means seasonal deal with 20th this year.

The Hall has scheduled 'As You Like It' for the week of Nov. 12.

'Garden of Allah,' first of the Selzmick International pictures for distribution by United Artists, will go on general release Thanksgiving week. UA is awaiting okay from the Rivoli, N. Y., on a deal to give 'Allah' to Radio City Music Hall, first run in New York. If released by the Riv, which holds the UA franchise, the S-I picture will go into the Hall prior to Thanksgiving.

The Hall is also interested in getting 'Rembrandt,' Alexander Korda production with Charles Laughton and Gertrude Lawrence.

Mae Disappoints Callers

Hollywood, Oct.
Two bandits, stationing themselves in garage of exclusive Rayenswood apartments after gagging attendant, frisked a dozen residents and lined them up against the wall while layi in wait for Mae. West. They fied the actress drove

Among those who shelled out were B. V. Sturdevant, Fox-West Coast division manager, and Clements Ri-ley, studio scenarist.

RKO Plan About Ready, Several Methods of Refinancing: 750G Suit

RKO's reorganization plan is about ready. Creditor consultations are in progress on whether the plan shall provide for two three new issues of securities, debentures, preferred and common shares. Convertibility bases and conditions it convertibility bases and conditions it convertibility bases and conditions it convertibility bases and conditions from the plan shall be decided upon are not determinable, as yet. Indications are that a plan may be filled at an early date, but perhaps not this week. There are obstacles. That motion of the Irving Trust Co. RKO trustee, now pending in Pederal Court, N. Y. to compel RKO to pay off the balance of \$750,000 secured (Chemical) motes is among the twists in the situation. It involves the question whether payment of this sum at this time is good butness for the company.

RKO faces the possibility ing to set aside a large amount of cash at a later date for purposes of meeting the Orpheum situation. To meet both situations could put the company at a disadvantage.

Hearing on the Irving Trust's motion is scheduled for tomorrow (Thursday) before Federal Judge Bondy. Whether the hearing will go on or will be postponed, so that reeditors can iron out this situation harmoniously among themselves, remains to be seen. Certainly the latter course looks to be the more logical.

There is a danger that payment of the company at a disadvantage.

There is a danger that payment of the company at the reditors can into not this situation and adding additional burdens. The trustee's motion contains 1 so still tigation and adding additional burdens for RKO, the way of the sturber's motion in the company at a disadvantage.

The mention of the Irving Trust's motion is that the need of nearly RKO coveremphasized and views the creditors stand to lose also. One art programization cannot be reveremphasized and views the present motion of the trustee a deving such reorganization cannot be reveremphasized and views the present motion of the trustee a deving such reorganization cannot be reveremphasize

Bondy. Whether the hearing will go on or will be postponed, so that creditors can iron out this situation harmoniously among themselves, remains to be seen. Certainly the latter course looks to be the more logical.

There is a danger that payment of such a sum as the trustee's motion the company.

\$3.500.000 WALL ST. BANKROLL FOR REP

Wall Street hears that Republic-is preparing to get an underwriting of around \$3,500,000 from one of the newest firms, downtown, with the possible association of others. Understanding that a public issue will be offered for this amount and that preparations to submit the matter to the Securities Exchange Commission are under way. mission are under way.

mission are under way.

Approximately \$1,500,000 of the new money, according to downtown dope, will go to Consolidated (Yates) in repayment of money advanced to Republic by that firm. Also, that Herbert Yates, head of Republic and of Consolidated, may draw a certai number, of the new shares bonus.

In the meantime, the special tockholders vote on the recapitan-ation of Consolidated Film Labo-atories has been postponed to Fri-

LASKY'S 6-PIC DEAL AT RKO: PICKFORD EAST

Hollywood, Oct.

Jesse L. Lasky will make six pictures for RKO at the head of his own unit, according to Sam J. Briskin. Deal was closed by Briskin over the telephone with Lasky when the producer was in New York last

week.

Lasky has completed is assocition with Mary Pickford in their joint venture for United Artists, having turned in two films, 'One Rainy Afternoon,' with Francis Lederer, and 'The Gay Desperado.' starring Nino Martini and currently released. Rouben Mamoullan, who directed Desperado,' may move with Lasky to Radio and meg the first picture of new contract. new contract.

Producer holds a personal contract Producer holds a personal contract with Martini, who will appear in two films, one co-starring with Lily Pons, next year, when singer's concert and Metropolitan Opera House engagements are completed. Lasky also has Joan Fontaine, sister of Olivia De Havilland, on a termer.

Jesse Lasky's switchover to spot in RKO-Radio production setup was a blow to those who hoped to bri Lasky and Mary Pickford back to the UA fold.

Success of The Gay Desperado indicated both parties had spoken too soon when they announced the folding of their unit after 'One Rainy Afternoon's 'failure to click had chilled the Pickford br. to the bone, Miss Pickford trains 'east Thurs-

Afternoon's failure to click had chilled the Pickford br. to the bone. Miss Pickford trains east Thursday, (22) on United Artists biz and Desperado' releasing. She may proceed to Europe for a vecation.

While Par was known to have been receptive to the idea of bringing Lasky back to that lot as an associate producer, RKO intercepted that possibility. In addition to taking in the former Par v.p. as a producer, RKO wanted Nino Martini, Lasky's personally signed player. Company will attempt to make Martini and Lily Pons a starring team, although latter already has pressed displeasure at the idea.

Following the coming Met season, Marti will go west to star for Lasky in a musical to be done in the spring.

Gladys Cooper Divorced

Neville has bee granted divorce here agains Gladys Cooper. He cited Phili Merivale as co-respondent.

Miss Cooper and Merivale are currently on tour in the U. S., co-starring in 'Call It a Day' for the Theatre Guild.

Archie Mayo, Warner rector, was here to catch performances of Call. It a Day, He is skedded to direct when goes before WB cameras this winter.

BOLES ON DECK

Hollywood, Oct. 20.

John Boles has returned from his eastern personal appearance trip prepare for 'Riviera' at Universal.

Doris Nolan gets femme lead.

of the film.

Wallace and Lawrence claim the disputed film was produced in 1934 after they had submitted the script of their play, 'On Missouri Shores and How,' to Michel, Underwood and LeMaire and that Thanks a Million' contains much of the dialog and sequences embodied in their play. Among the things they want to know before trial is when 20th-Fox received the play script and when they returned it to the plainti Rogers-Boyer's 'Harmony

Hollywood, Oct. 20.

Jacques Thery has been assigned to script Perfect Harmony, his original, for RKO production by Edward Kaufman.

Ginger Page 1 Ginger Rogers and Charles Boyer probably will top cast, with Mark Sandrich directing.

Reed's Par 'Fever'

Hollywood, Oct. 20. Paramount has given directing contract to J. Theodore Reed. For first assignment is Betting Fever, being scripted by Charles Lederer and Edwin Gelsey.

Benjamin Glazer produces.

Hollywood, Oct. 20.
Joe Cobb, now 19, who played the fat boy in Hal Roach comedies for several years, is returning to the lot.
He'll play adult role in an 'Our Gang' comedy,

STORES BACK PIX ON BALL

Kent Jockeying With Maxwell On G-B; He Hasn't Control Yet And Can't Without 20th-Fox Deal

idney R. Kent did not go to Paris last weekend, as announced, but is remaining in London under cover in the event Gaumont-British and John Maxwell attempt to- put through an amalgamation deal, as they threaten, without 20th Century-Fox permission. In that event, Kent is all set to institute injunction proceedings immediately and stymic the deal, if possible, at moment of its inception. If nothing new important han-

If nothing new important hap-pens, Kent now expects to go to Paris later this week and sail for the U. S. the end of the week.

Otherwise, the Gaumont- ritish situation remains as is, with all sides deadlocked.

deadlocked.
It is still feit here that Maxwell will make some sort of deal with Kent by which he will take over the 90th holdings in G-B. Understanding is that Maxwell will not conclude his deal with G-B for control in that organization before he does come to some agreement with Kent, fearing repercussions.

repercussions:
On the other hand, Kent, during the week, issued a statement that all negotiations with Maxwell have been broken off and that he has been advised by his associates to terminate any chatter with either Maxwell or the Ostrers and come back to America.

Statements Galore

At that time Kent stated, We in-tend to make use of every resource at our command to protect legally the position we occupy. We have no intention of doi anything just for the sake of causing trouble and we make this statement with a feeling of friendliness towards all con-cerned.

of friendliness towards all concerned.

Maxwell, during the week, also issued a statement, saying that negotiations with Kent have been going on for his (Maxwell's) acquisition of the 20th holdings in Metropolis & Bradford Trust, but that this is not a necessary part of the arrangements. Explained that he merely regards it as desirable if he can get them at a reasonable price. However, he added, he had come to the conclusion that price and conditions are more than he could reasonably agree to, so discussions have been terminated for the time being also saying that the agreement with the Messrs. Ostrer for acquisition of the controlling interest in Metropolis & Bradford Trust remains in full force, in accordance with previous announcements, and we are advised can be carried through completely without the acquisition of any other interest. Our discussion with Mr. Kent have been carried on in the most friendly and reciprocative atmosphere and terminated with mutual assurances of good-will.

Maxwell, meantime, was last week formally elected to the Cas heard

Maxwell, meantime, was last week primally elected to the G-B board, pon his buy of the G-B non-voting lock control.

G-B's \$3,500,000 Net

Gaumont- issued a state ment vesterday (19)-showing profits for the year over \$3,000,000, which is within \$20,000 of the previous year's prof-its.

ing 7% the previous inary shares, however, to be for last

Levine's Sales Powwows

Nat Levine, Republic production head, planed into N. Y. on Monday (19) from the Coast for sales confer-ences on forthcoming product.

ences on torthcoming product.

Will be here for the balance of the
week conferring with Jake Milstein,
sales head; Grover Parsons, western
and Max Roth, i hirge
ry around Chicago

No Maxwell Control

London, 20.

Gaumont-British issued the following statement to press is afternoon. Certai statements have appeared in the press to the effect the control of Gaumont- ritish Picture Corp. of which John Maxwell is chairman. The chairman of the Gaumont-British Picture Corp. wishes to make it perfectly clear that all such statements are incorrect, as no change has taken place i the voting position of the Metropolis & Bradford Trust Co, which controls Gaumont-British, and the control remains as heretofore.

Maxwell will issue a simultaneous statement to same effect. This means the second part of the agreement, the sale of the Ostrers' voting shares to Maxwell, has not yet taken place.

Meanwhile, Kent been

Maxwell, has not yet taken-place.
Meanwhile, Kent not to sell 20th Century-Fox holdings at any price, within reason, that would place Maxwell position to dictate film prices here; and Americans are antagonistic to any such situation at all costs.

JR. LAEMMLE-UA PRACTICALLY **SET ON DEAL**

Carl Laemmle, , according to present indications, will close a deal whereby he will produce pics and release them under United Artists' release them under United Artists banner for two years. Has gone through the preliminaries on proposition here several times with Dr. A. H. Giannini, UA prexy.

inal papers will be drawn up and signed on the Coast, for which young Laemmle will leave early November 1.

London, Oct. 20.
Carl Laemmle Jr. has appointed
David A. Bader as his European
representative for his new production set-up, expected to begin active
working around 1.

MERCHANTS' BIZ

The More People That a Big Picture Pulls Downtown, the Better Does Everybody Else Benefit-The Department Store and Midtown Shops Especially-All Part of a New Offensive Against the N. Y. Dailies for More Free Space

FIRST SUCH TIE-UP

The old battle of New York picture theatres to obtain better representation in the news columns of metropolitan dailies was resumed this week with renewed vigor. Probably the outstanding reason for reopening the fight is that a number of the daily papers recently placed in effect their new advertising contracts which incorporate horset is lineare.

the daily papers recently placed in effect their new advertising contracts which incorporate boosts in lineage rates of 5 to 10%.

The one thing that is believed to have brought the matter to a head was that every daily apparently is out to maintain the same amount of ad space as used under the old and cheaper contract rate. Many theatres, have remained obdurate to these suggestions and have countered with the idea that the dailies play ball in the matter of publicity, cuts and other material that bolster interest not only for individual pictures but the film business as a whole.

The present drive to open columns of N. Y. daily papers promises to be more effective than in the past, because department stores are preparing to organize a committee to ask newspaper executives for more liberal treatment of film news. The stores' angle is that no other single factor has more influence on shopping than films.

ping than hims.

Probably the most enthusiastic supporter of this theory is John Goodwill, Macy's ad exec, who has store statisticians at work collecting data to show the influence of picture attendance on the merchantilising data to show the influence of picture attendance on the merchandising trade. The campaign along these lines was conceived and started moving by Ben Serkowich, advertising-publicity chieftain at the Capitol, who has been successful in getting newspapers to be more liberal towards the industry, and theatres in other spots, Oscar Doob, Loew's publicity executive; Jack Pegler, of Lord & Thomas, and many others who are interested in the Times Square film situation are reported backing the current campaign.

Information collected to date

STRONG FILMS AID Zukor's Silver Jubilee Fete Is An Industry Salute to The Biggest Little Guy' in Pix Biz

RKO SETS RECORD WITH 10 BEING CUT

Hollywood, 20.

Radio studio hit a new high last week with 10 pictures in the cutting rooms. Previously, topper had

ting rooms. Frevously, wppes subsensix.

Those being clipped: We Who Are About to Die! Make Way for a Lady, 'Wanted: Jane Turner,' The Smartest Girl. Town, 'Riddle of the Dangling Pearl, 'Winterset,' Night Waitress,' 'All Scarlet.' 'A Woman Rebels and The Plough and the Stars.'

THAT INDUSTRY **HUM PERVADES PATHE LOT**

Hollywood 20.
Production is boomi on the RKO-Pathe lot at Culver City with various producers having leased space to start shooti ithin the month.

month.

Douglas MacLean is putting The Great Guy, James Cagney starrer, and 23½ Hours Leave, before the cameras immediately. John Blystone will direct Cagney.

David L. Loew, who will release through RKO, has Richard Macaulay and W. Scott Darling working on script of When's Your Birthday, expected to start Nov. I with Joe E. Brown topping cast. Robert Harris has been named associate producer, Selznick-International is now per-

has been named associate producer, Selznick-International is now permanently located on the lot. SI is set to start 'A Star Is Born', William Wellman directing a cast which includes Janet Gaynor, Fredric March and Adolphe Menjou. S-I holds picture rights to Gone With the Wind, the best-seller, and contemplates early production.

Sol Lesser's Principal Pictures has Rainbow on the River,' featuring Bobby Breen, in work. This will be followed by a Richard Arlen picture, 'Valley Range.'

& Thomas, and many others who are interested in the Times Square film situation are reported backing the current-campaign.

Information collected to (Continued on page 27)

By MURPHY MCHENRY

By MURPHY McHENRY
Hollywood, Oct. 20.
Adolph Zukor will be celebrating the silver jubilee of his association with Paramount. The others who once sat in the seats of the mighty—J. Stuart Blackton. William Fox. Carl Laemmle. Wi iam A. Brady and others of the early are of nickelodeon product—have either handed the sceptre to younger meñ or have failed to survive the competition. Zukor alone of the motion picture early irds carries the same standard and trademark that he started with. started with.

standard and strademark that he started with.

It is mighty fine of my associates to plan a world-wide Silver Jubilee celebration in my honor, says Zukor, It is mighty fine to know that after a quarter-century of activity in behalf of the company I founded that I am still able to carry on and to see this brainchild developed into one of the soundest business institutions in the world.

It wasn't always so easy. There were plenty of days of despair. But there were people who were willing to lend a hand, And I am happy to point out that Paramount came through these difficulties unsulled. The creditors co-operated with us and enabled us fight our way through and their confidence is rewarded in the realization that nobody lost a dollar and that Paramount securities today are as sound as any investment.

Today, Paramount studi is mighty happy community. There

as sound as any investment.

Today, Paramount studi is
mighty happy community. There
isn't a worker on the lot who hash
contributed to our stability and
progress. That goes from the top
to the bottom. It means that with

(Continued on page 70)

PAN BERMAN AS M-G PRODUCER

Reported that deal whereby Pandro S. Berman becomes a Metro unit producer next spring is all set. Berman, handling top pictures on the RKO-Radio lot, has his contract with that studio expiring in March. Untimely passi of Irving Thalberg has created a manpower voldin production ranks at Metro, causing a realignment of duties all around. AI Lewi has since also gone over to Par. Eddie Mannix at Metro has extended duties, now, but more of an administrative nature.

Hollywood, Oct, 20.

Pandro Berman and RKO have discussed an extension of the producer's present contract beyond next March, according to Sam J. Braskin, studio chief.

Braskin, studie chief.

Irrespective of whether he smains with RKO, Berman says he has his mind set on one thing only for next spring, which is to get away for-a good vacation. He says it might be a trip to China.

Sheehan-UA Still Huddle

Winfield R. Sheehan is still work-ing on a production deal with United Artists. Matter is not entirely in the ice box.

Possible that the producer will take a flyer to the Coast to cast his vote, and return immediately after to continue talk on the no berth.

J. D. Clark on Coast

Hollywood, Oct. 20.
John D. Clark, general sales me
ager of 20th-Fox, is here for
uct discussions at the studio,
Plans to stick around for a week.

Another Anglo-American Film Deal Stymied; Par's 18 Theatres In England

DeMille Personals with

'Plainsman': New Par Pact After arranging a series of special

previews for insman,' which will be augmented by personal appearances of Cecil B. DeMille, William Pine, irector's aide, has flown back to Hollywood. Film has liam Pine.

been set for six key spots late in November.

DeMille is expected to attach his hancock to new contract on his desk this week. icket calls for an-other year with Paramount.

WB Re-Signs Barsky

Hollywood, Oct. 20. ud Barsky has been given a new contract at Warner.

He will continue as associate pro-

Whether Paramount disposes of a being discussed, and may be still on part of its interest in the American the griddle, although maybe not strongly now, for lack of official not land to British parties is deemed to be problematical now. It is understood that the situation is altered concertain strong. British independent siderably since Paramount and British people struck the some weeks

some weeks

If called off, is will be the second major Anglo-American proposal to be withdrawn, and almost simultaneously. The other, of course, being 20th Century-Fox negotians on John Maxwell's offer to but that firm's Gaumont-British shares. Thus for a time the world film trade was on the spindle of possibility that two major American film from owning London properties, might, withdraw from active association or direct operations, as the case of each might be, in the London film or theatre firmment.

m or theatre firmament. Cur The Paramount deal which was lease.

sibility of Paramount disposing to certain strong British independent theatre circuits 50% of Par's interest in the American firm's own London

in the American firm's own London properti The price was said to be in the neighborhood of \$5,000,000, which would have gone to Paramount in addition satisfactory film book-i arrangements.

Hughes' 250G 'Quickies'

Howard Hughes, in N. Y. the Coast, plans reentry into licture productions. Says he wants to make two 'cheap' pies this season. Figures budgeting them at \$250,000.

Currently looking around for re-

PROS AND CONS ON DUALS STILL GO ON **DESPITE EXECUTIVE PRONUNCIAMENTOS**

GOLDWYN NOW MUST

German Playwright Sues Over H-MacA's 'Scoundrel'

Claiming that he had been de-frauded into signing away his rights i his play, 'Wer Weint um Jucke-nack,' upon which the Hecht-MacAr-thur film, 'The Scoundrel,' was based, Siegbert Cohn, German author and playwright, has filed suit for an in-junction and an accounting in N. Y. supreme court.

supreme court.

Defendants named in the action are Ben Hecht, Charles MacArthur, Hecht-MacArthur, Inc., Paramount Pictures and Paramount Distributing Corp., and Brandt & Brandt Dramatic Dept., Inc.

He now claims that he was never informed that Hecht-MacArthur or

informed that Hecht-MacArthur' or Paramount was to subsequently ben-eft through the contract he had signed with Brandt & Brandt. Had he known this the plaintiff states, he would not have relinquished his rights for such a low figure as \$1,500.

HUGH MILLS GOES METRO Hugh Mi British playwright, arrived in New York Monday (19) and left the same day by plane for Holly wood on a Metro deal. Set by Lyons McCormick & Lyons.

ANSWER PAR'S SUIT

Los Angeles, Oct. 20. Argument on demurrer dental \$5,000,000 actor alienation suit.

Aylesworth's Blast, the Warner Bros. Poll, the Haysian 'Moral' Support to the Contrary Notwithstanding - Only the Downtown Deluxers Solo

Although something will eventually have to be done to keep the country from goi double bill entirely collective action by the industry at this time, spurred by the M. H. Aylesworth's Rochester speech declaring for a return to singles and the recent Warner Bros. poll, is not looked upon as very likely. While industry leaders state that all companies are a frame of mind presently to end or drastically reduce dualing, no one knows how it can be done.

The Motion Picture Producers & Distributors of America, recognizing the peculiarities of the problem, is virtually unable to do anything except lend moral support toward discouragement of twinning. Hays sources point to the fact that it probably could not guarantee a solid front among its members; if it should undertake to inaugurate measures to wipe out duals. While some of the larger companies might be willing to agree to support any battle lines laid by the MPPDA, it is doubtful if all would.

Majors Fall in Line.

dental \$5,000,000 actor alienation suit, instituted by Paramount Productions, Inc., against Samuel Goldwyn, Inc., for allegedly influencing Gary Cooper not to renew his contract at Paramount was heard by Federal Judge William P. James last week Judge took matter under advisement and on Monday overruled the demurrer,

Dealiminary step politicing case to. demurrer.

Preliminary step pointing case toward trial was based on technicalities, with Herman S. Selvi representing Goldwyn, asking complaint be set aside. Pierce Works appeared for Paramount, contending that complaint set forth sufficient cause for action. Denial of demurrer means Goldwyn must file an answer.

Majors Fall in Line Major istributore

all would.

Majors Fall in Line
Major istributors owning theatres themselves are double-billing. To strike at dualing, these major chain houses would have to take the first step by returning to singles, including a large number of theatres in the Par. Loew, RKO and Fox-West Coast chains. The position the major theatre operators take in discussing the problem of the duals, according to Haysian sources, is that they don't want to double but are forced into this policy in order to compete with independents. In many situations independents. In many situations independents. If many situations independents. If the indies would agree in given situations to go single bill, the chains would welcome the opportunity to emerge from doubles themselves, it is promised. At present, in Akron, O., a movement locally has been inaugurated with a view to driving duals out of that city. Such attempts are not new to the business. In instances, such as Cleveland, where agreements were reached, they dim't last because an exhibitor would soom/kick over the traces. Also, there is nothing to guarante a local group of theatre oper-(Continued on page 28).

Atwill's B'way Play, Maybe, After Brit. Pic

Baltimore, Oct.

Baltimore, Oct.

Lionel Alwill, sailed from Baltimore for London last week, accompanied by his wife, local socialite. British actor passed through en route from Hollywood to make a film at the Ealing studios, near London, for the Gordon Wellesley unit at Associated Talking Pictures, Ltd. Pic will be tagged 'The General Goes, Too Far, and will go into production shortly after, Atwill arrives on other side, ATP has a deal with Gaumont-British for distribution of film in the U, S.

Atwill has for consideration a legit

U. S.
Atwill has for consideration a legit
play, owned by Lee Shubert and
Delos Chappell, called Close Quarters, with which he may return to
the Broadway stage. If he doesn't,
ill trek back to the Universal
lot in Hollywood.

he ill trek back to the Universal lot in Hollywood.

Last show on Broadway that sported two-character cast was ylealousy, 'produced by Al H. Woods in October, 1928, with Fay Bainter and John Halliday trouping. Play Land Jawecks. There was a play by Irving Kaye Davis, 'Courtesan,' produced in 1929 with but a one-character cast. Elsa Shelley tried it but piece folded after three performances.

ALEX HALL COPS 'BARONS'

Hollywood, Oct. 20,
Alexander Hall on loanout from
aramount will direct Robber
arons at RKO. It's an Edward
mail production starring Edward
rold.

Arnold,
tory is based on Jubilee in
Fiske's stock and railway adventures,
and is being adapted by Tom Lennon
and Dudley Nichols from Matthew
Josephson's yarn.

Hot Cha!

Hollywood, Oct.

Mood music via a phonograph
is being used by Greta Garbo
in 'Cami' 'at Metro. Actress
listens intently to tunes up until Director George Cukor
shouts 'camera.'
She uses Negro spirituals.

JO POLLAK HAS **A LUCKY BREAK**

Pollak, producer known in Europe and around Hollywood and Broadway, telegraphed his own SOS when he off a train hopping along at 75 miles an hour between Vienna and Budapest, though he didn't know it at the time.

Vienna and Budapest, though, he didn't know it at the time.

Walking along the corridor of a train he mistook a compartment door for the w. c. and walked right out into the thin air. As he was whirled through space he hit a wire and bounched three times on it, before it cracked and let him down gently with a fractured shoulder and a concusion of the brain.

Shap of wire registered at the next station as a psychic signal for succor and then went dead. Troubles-hooters went down the track looking, for the break and found Pollak lying across the broken wire unconscious.

They took him to Budapest, where he's now convalescing nicely, repaired the telegraph ire and wired the news to his son, Jim Steinheimer, who's with the National Screen Travel service in Hollywood.

President of France onte walked through a wrong door of a train like that few years ago and was found walking the railroad fies in his pajamas.

Team Jones-Hathaway On Gary's Par Finale

Hollywood, Oct.

matic Dept. Inc.

In his complaint filed by his attorney, Saul E. Rogers, Cohn claims that Brandt & Brandt opened negotiations with him in 1925 for the American stage rights to his play. He was paid \$500 on account on a time option. Brandt & Brandt permitted the option to expire, but continued to negotiate for the film rights. In January, 1935, Cohn cepted \$1,500 for the picture ri He now claims that he was never Grover Jones, writer, and Henry Hathaway, director, will do 'Soul at Sea' Gary Cooper's final leture at Paramount William Le Baron has skedded pic-ture to start Oct. 26.

Felix Swings to 20th For 'Avenue' Terping

Hollywood, Oct.

Seymour Felix goes to 20th-Fox to create dances for the Irving Berlin musical, On The Avenue, which Roy Del Ruth will direct. Dick Fowell, Alice Faye and Madeleine Carroll top cast.

Felix is huddling with

huddling with Gene Markey,

Mrs. William Fox and Daughters Must Show Cause Nov. 10 in R'c'v'rship Plea

Atlantic City, Oct. 20.

Mrs. va Fox, wife William Fox, and their daughters, Mona and Belle, were ordered to show cause why assets they received from the former film tycoon before the latter sought voluntary bankruptcy should not be placed under receivershi A hearing on the reply by Mrs. Fox and her daughters was set for Nov. 10 by Vice Chancellor, William F. Sooy.

Fox filed a petition in voluntary bankruptcy last May, listi debts of \$9,500,000. He contended that the \$7,000,000 All-Continent Corp. created from his assets after the 1929 stock market crash had been transferred to his wife and daughters in 'irrevocable trust.'

Counsel for creditors have been attempting to show during the past few months that the All-Continent is still owned by Fox. The corporation was named defendant to the suit.

started by Hiram W. Steelman.
tee in bankruptcy, appointed by Federal Referee Robert C. Steedle.
Steelman's petition for receivership of the Fox assets charged that they were transferred in fraud of creditors.' ice Chancellor Sooy signed an injunction restrai ing All-Continent and the members of the Fox family from disp. sing of until the suit is settled.

Steelman asked the court of chancery to compel the Fox family to turn all the assets over to him for distribution among Fox's creditors. Fox testified last week that he gave more than \$1,000,000 in cash to Iriends in 1930. This did not include \$200,000 to his daughter, Belle; \$140,000 to his daughter, Belle; \$140,000 to his daughter, Belle; \$140,000 to his daughter, Mona, and the \$250,000 Fox estate at Woodmere, L. I., "hich: Fox gave his wife. Mrs. Fox listed as president of (Continued on page 29)

Inside Stuff—Pictures

RKO-Canada will surrender its charter and its existence as a corporate equity under an agreement entered into last June and approved last week by Federal Judge William H. Bondy, N. Y. Under the agreement in which attorneys for RKO-Canada, Famous-Players Canada Corp., Orpheum Theatre Co., the Bank & Queens Street Realty, Ltd., and the Irving Trust Co. had a part, five conditions are stipulated. They are:
Famous-Players, RKO and RKO-Canada will release and discharge each other of all obligations; RKO-Canada turns over all leaseholds to the lessors; RKO-Canada to pay promissory notes amounting to \$160,000, payable in 15 years from last June and \$220,000 now owned to RKO-Canada will be wiped off the state. The last stipulation is that at the completion of these acts, RKO-Canada will surrender its charter.

Recently disclosed that ill Bacher, producer of Hóllywood Hotel was set to join Irving Thalberg's production staff at Metro Oct. 1. With the passing of industry's ace picture maker, Bacher will probably stick to radio. His would have been a personal contract with Thalberg, the latter having agreed to a provisional concession which would have permitted Bacher to continue in an overseeing capacity in the radio production of the Campbell souper. Likely that Warners will call in Bacher as adviser on the filming of Hollywood Hotel. Only members of radio cast set for the WB filmusicalization of the air show are Dick Powell, Frances Langford and Louella Parsons, although Bacher is trying to land studio jobs for other players in the ether show,

I. Kaplan, French film istributor in the U. S., has bought the release rights to the French 'Les Miserables' (Pathe-Natan) from United Artists, He has a separate release deal with the French film concern. When Reliance Pictures (UA) made the film in Hollywood, it coincided with the French version made by Pathe-Natan. P-N intended to bring the film over and release it here at about the same time as the UA version, with UA paying P-N \$20,000 to keep the picture out of the markets Now UA figures it is no longer harful to have the French film shown, and accepted \$1,000 from Kaplan to clear the way.

Attempt to inject national politics into the T. L. Tally-Cobar Corp. (Los Angeles) appeal to have the Fox-West Coast bankruptcy reopened on fraud allegations, is seen by industry observers in the widespread mailing to press and others of copies of the appeal brief prepared and filed by Atty. William H. Neblett, law partner of William Gibbs McAdoo. Although disclaiming 'odlitical it 'a frankly anti-Republican propaganda mimeographed letter accompanies each brief, charging Republican Old Guards with responsibility for the bankruptcy and the refusal of U. S. District Judge Fee of Oregon to grant a reopening of the issues.

With cost of remakes running around \$15,000 daily, Frank Lloyd, producer-director of 'Maid of Salem' for Paramount, had to re-do a series of Gallows Hill scenes because a minority of the extras falled to take direction, etc. Many of the 1,000 used in the scenes failed to take off dark glasses, wore white and high-heeled shoes and otherwise flagrantly violated orders before Colonial period shots were made. Lunch for extras on 'Salem' location cost \$1,000, 'busses were used, and expense reportedly, was not spared, even to permitting atmosphere players to get overtime rather than be rushed.

With a view to economy, RKO has eliminated daily gross reports from the theatres making up its circuit. There are close to 100 houses in the chain. In future, managers will inform the home office of grosses for the week, either wi or malling this information. Right along RKO has been getting daily wired repor gross business throughout the country.

been getting can country.

The company follows Paramount, which has more than 1,000 houses, the reporting of grosses once weekly instead of every day.

Paramount executives are wondering what to do with Frederic Dannay and Manfred Lee, who collab under the monicker of Ellery Queen, brought out to the Coast to concentrate on a whodunit. When lads get down to work they almost scrap fistically, as well as verbally, and rouse other writers from their lethargy. Studio execs figuring how soundproof quarters would work out.

Academy of Motion icture Arts and Sciences is planning a non-profit studio easting directory in order to curb several similar books, termed fly-by-niters by the Acad. Academy for last six months has been issuing series of credit bulletins, givi complete record each month of writer, director and producer credits on all features released. It is planned to incorporate these records in the proposed directory along with other data-concerning current work. concerning current work.

First known case where sets built for a picture are to be copyrighted is Bob Erwin's application to Washington to protect his scene creations for 'Quality Street' in this manner. Erwin is designing the sets for this picture on the RKO for and is copyrighting them so that they cannot be copied for work in private homes as well as by other film set builders.

Twentieth-Fox has gone for several new restrictions aimed to curb horde of yokels from running ild Latest verbotten prevents anyone, including employes, from visiting sets without a pass secured directly from W. E. Dover, exce assistant to Darryl Zanuck. Order ing ducat must be signed, by department head.

University of North Carolina put the lid this week on filming U games unless okayed by the athletic director and U prez Frank Graham. Ban caused by reports of commercial flicker photogs recently offering piot entire football games sale.

Four cameramen, two rehearsal halls and two sound stages were used by Metro in testing candidates for 86 committeemen for 'Parnell.' tudi made id tests because of its anticipated English trade, where all ar familiar with such characters. Casting was done from photos and cartoons.

John Blystone, director, has relained prints pictures he has handled during last 15 years, has bought an insurance policy with Lloyds of London insuri is film library housing 60 subjects.

Hutchison's 'Go Into Dance' WB Suit Settled

Dance' WB Suit Settled.
The \$1,000,000 libe! brought by Edward Hutchison, former night club operator, in N. Y. Supremé. Court, against WB Pictures, Inc., and Vitagraph has been settled according to stipulation signed by both sides discontinuing the action. Hutchison, who claims he originated the present night club setup via the Casi de Paree in 1933, claimed the defendants damaged his rep by portraying a character in the

claimed the defendants damaged his rep by portraying a character in the film, 'Go Into Your Dance,'' as a takeoff of himself. As a night club manager, he claimed the unsavory rep given to the film character feeted upon himself.

A Guggenheim Goes UA

Salt Lake City.
M. Robert Guggenheim Salt
Lake Monday (19) resigned from the
family-controlled American Smelling
& Refining Co. to accept a positi
with United Artists on the production end in Hollywood.
Heir to a fortune of \$200,000,000
graduated from Dartmouth three
years ago, has been active in local
Little Theatre shows. He has directorial ambitions.

Hollywood, Oct. 20.
Guggenheim goes into the production department of Selznick-International to learn the biz.

PIX STOCKS' EXTRA MELONS

N. Y. Houses Gomg In for Extensive Face-Lifting: Also Some New Bldg.

Realization that New York city is ripe for motion picture theatre expansion is profifping both independant and major circuit operators to inaugurate a program of modernization and to consider comprehensive building programs some sections this fall. While the need for supplanting some antiquated houses has been apparent for some time, only the pick-up at the box office has convinced theatre executives of the feality of an improvement program in recent weeks.

With N. Y. generally is conceded

vinced theatre executives of the feaility of an improvement program
in recent weeks.

With N. Y. generally is conceded
to be a top show town and the leading picture metropolis in comparative draw, this very factor has to a
certain extent held back plans for
improving houses. Figured that
patrons would come in anyway. But
the increased grosses have not been
overlooked recently because of the
known influence that up-to-date thelatres exert on patronage.

Bulk of new building and remodeling activity contemplated or actually
under way probably will be concentrated to a great extent on the lower
east side, the Bronx and Queens.
Loew is reported interested particularly in the east side situation, while
RKO probably will spot a house on
Eighth avenue near 23rd street, and
will strengthen its holdings and position in the Bronx area.

It is not known whether Loew's
will follow its usual policy of constructing its own theatres
over in toto in some localities. But
both with Loew and RKO the bulk
of new activity probably will be confined to modernizing and refurbishing many of its present spots.

The small threat of overseating,
not particularly in evidence because
few new buildings are contemplated,
probably would be readily absorbed
by the increase in regular patronage.
Paradoxically, new theatres and imregular attendance. Typical Manhattan example of this is the Music
Hall, which originally took patrons
from other nearby theatres, but
eventually obtained a percentage of
people who never before regularly
attended a picture show, or it stimulated multiple patronage of pix, per
person, per week.

Morris, Foster, Henry to Coast; Parnell in Chi

Hollywood, Oct. 20.

Hollywood Oct. 20.
William Morris, Jr., who left here
two months ago for a European
talent-scouting trip, is back on the
Coast after his foreign jaunt for production executive huddles in connection with the new people the
Morris agency has acquired. Morris
will confer with Abe Lastingel, g.m.,
of the office, Murray Fell and the
local Morris office management.
Harry Foster of the Morris
agency's London representation came
back to America with him and is
due here later this week for purpose
of signing local talent for British
pix.

Accompanied by Dick Henry of the Morris office, Val Parnell and Harry Foster of London, both here on a booking trip, leave for the west today (Tuesday) by plane. Par-nell will stop off in Chicago to look at acts for the Palladium, while Foster and Henry continue to Holly-wood film name deals for the other si

Stoloff's 'Patrol'

Hollywood, Oct.

On strength his direction on RKO's 'Don't Turn 'Em Loose,' Ben binding so far as other countries are binding so far as other countries are stotoff has been set handle Edward Small's production. 'Costs' Patrol,' at the same studio. Victor McLaglen, Preston Foster and Donald Woods, borrowed from Warners, have top spots. Frank Warners, have top spots frank Warners, have top spots. Frank Warners, have top spots frank Wa

In B'way-H'wood Tie-Up
Freddie Fralick and Mike Connolly, Hollywood and Broadway agents,
respectively, have bought into each
other's offices for a reciprocal tie-up.
Fralick, east for three weeks, returns to Hollywood 'tomorrow
(Thursday). He will make his
jumps in easy stages in order to oo.
hinterland talent, He has signed a
number of Broadway people for film
representation also.
An English representation is now
being worked on behalf of both
the Fralick and Connolly agencies.

PAR 3D QUARTER **NET MAY REACH** \$1,300,000

Paramount's picture end is now reported as in the black the company's theatres are doing very okay also, according to official in-side. Thus, Par's third quarter may show net earnings of around \$1,300,-

show net earnings of around \$1,000,000 and the fourth quarter in the neighborhood of \$1,500,000. This means that Par is ambling for an easy \$4,500,000 on the year, and possibly might do better.

Barney Balaban took hi first manpower inventory when he succeeded John E. Otterson, and at that time is understood to have assured the employes through their divisional and departmental chieftains that working for Paramount was premised on merit only.

Warners Wins Injunc. Against Bette Davis; Can't Do Toeplitz Pic

London, Oct. 20.

Warner ros. yesterday (Monday) won its court battle to restrain Bette. Davis from appearing in a picture to be made here for Toeplitz, Justice Sir George Branson ruling that the WB star cannot appear in England, either on the screen or stage, during the unexpired term of her contract, or for three years, whichever is shorter. Miss Davis was given 14 days in which to appeal, if desiring to take that course. In issuing an injunction to WB, Justice Branson noted that Miss Davis broke her contract for no discoverable reason except that she wanted more money. He held that he could see no reason for holding the contract unlawful, pointing out in his decision that at the trial Miss Davis withdrew her own allegation that WB has broken the contract on their part.

Miss Davis is reported getting Sa000 week under her contract with the Warners. She was claimed to have been offered \$50,000 to make a picture in England for Toeplitz Productions, Ltd. Miss Davis walked from the Warner Burbank plant on June 19 last.

In restrai ing Miss Davis walked from the Warner Burbank plant on June 19 last.

In restrai ing Miss Davis from screen or stage work in England in view of the Warner Burbank plant on June 19 last.

In restrai ing Miss Davis from screen or stage work in England in view of the Warner contract, Justice Branson also made it clear that if Miss Davis wants to work in England in would have to be in some other line of endeavor. The British injuncti while preventing Miss Davis mengaging in picture or stage engagements there, not oncerned.

AT LEAST 4 TO PAY OFF NEATLY

Loew, WB, 20th-Fox and Columbia-Extra or Increased Divvys - Two Others with First-Time **Payments**

BEST SINCE '29

Extra melon cutting for at least four and increased or, initial dividend payments for two other picture companies are anticipated by Wall Street before the close of the present year. Which is one reason why numerous amusement stocks have been scoring such substantial gains in recent weeks. Probably more money will be paid out in dividends this year to film company issues than in any 12-month period since 1929. While business is better and earnings will be substantially better for most picture corporations this year, it is the new federal tax on undistributed profits that is causing numerous executives and directorates to consider additional dividend payments to escape this tax. It is the procedure being followed by a majority of industrial firms, and such widespread distributions are purported to have been the primary purpose of the new statute. Loew's, Warner Bros., 20th Century-Fox and Columbia Pictures stockholders are expected to receive the major portion of the dividend increases. Loew probably will report earnings of more than \$6 per common share for the fiscal year. Since only \$2.50, including a 50 case stra, is thus far scheduled in divvy payments in 1936, more than \$3 is available for further extra cash payments or a hike in the regular rate.

20th and Warners

ments or a hike in the regular rate.

20th and Warners

Twentieth-Fox, which pays out \$1
 on all common shares Oct. 23, probably will show close to \$3 per to the common share searnings. But the ceal slant on undistributed profits is obtained in the Wall Street estimate that net income will be nearly \$2,000,000 goes to preferred stockholders in dividends, leaving \$2,000,000 i undistributed earnings \$2,000,000 i undistributed earnings \$2,000,000 i undistributed earnings of 80c to 90c per common shockholder. Warner Bros. will show earnings of 80c to 90c per common share, according to latest estimates in the street. After making provision for payment of part of divvy arrearages on the preferred, now amounting to more than \$17 per share, there probably will be a small amount available for payment of a common dividend. However, most financial observers believe the bulk of the undistributed profit will go to preferred stockholders.

distributed profit will go to preferred stockholders.

After meeting dividend requirements on both the common and preference issue. Columbia Pictures is counting on having an undistributed profit at the halfway mark, Jan. 1, since the current earning rate is figured at about \$5 per common share. This would be available even after providing \$2.75 for preferred divvy payments. The company earned \$4.95 per common share in the fiscal year ended June 27, and present earnings are reported running in excess of that amount. Company figures to have mearly \$4 per common share in undistributed earnings at the close of the year funless the outlay for studio improvements runs higher than anticipated.

Par's Earnings

Distribs Plan to Cue Trade What Concessions Will Be Made Exhibs As Result of MPTOA's 10-Point Drive

Astaire to Finance Own Examination in 25G Suit

Examination in 25G; Suut red Astaire need not make a special trip to New York for examination before trial of his \$25,000 suit against the mag, Esquire, and the ad firm of Malcolm & Engel. N. Y. Supreme Court Judge Shientag has signed an order the request of Astaire's attorneys stipulating that the dancer could be examined on the Coast at his own expense. Astaire is suing the defendants on the ground that they used his obtoto

the ground that they used his photo in the advertisement a jewelry ad without his consent. The photo was taken from the film, "Top Hat."

U.S. AMUS. TAXES \$1,600,000 OVER LAST YEAR

Washington, Oct. 20.
by the fifth successive
monthly rise over last year, admission tax receipts for the first nine
months climbed to \$12,285,940.
Treasury announced today. September collections were \$1,670,004, fattest monthly take since last December and third iggest haul in 33
months.

With September making the seventh month this year when boxoffice
toll has been more than in same
month of 1935, Government rake-off
is running \$1,600,000 ahead of last
year. September jump of \$285,097
over August was biggest month-tomonth rise since last November.
September total also was the biggest gain this year over the same
month of 1935.

South Seas Heavy, So Goldwyn Making H'wood 'Hurricane'

Hollywood, Oct. 20.

Samuel Goldwyn's idea to have most of 'Hurricane' made in the South Seas has been changed upon information received from Charles Nordhoff and James Norman Hall, authors of the story, now in the South Seas, that it would be impractical to film icture in the tropical storms.

Instead Goldwyn assigned James Basevi, who engineered the earthquake sequences in 'San Francisco', and his aide, Bob Laylon, to start preparations for making film in Hollywood. Goldwyn figures, to spend \$250.000 on storm sequences. Richard Day, Goldwyn art director, and Percy Ikerd, unit business manager, have gone to Pago-Pago to hire natives to come here i February.

stock, issue representing the company now since reorganization was effected, may show actual earn-ings, with a divyy declaration ex-pected to follow as a natural devel-

higher than anticipated.

Par's Earnings

While earnings for Paramount are expected to lot better than originally estimated earlier, in the year, the best that is anticipated is declarations on the first preferred and possible the second preference stock. There is about \$9 due in back ividends on the first preferred worth of this 7% preferred of and around 90e on the scoond. A payment of part of what is due on the first preferred seems assured. General Theatre Equipment, the new stock listed on the stock exchange, also may be in line-for a small itial payment. This capital

Following several conferences with Ed. L. Kuykendall, president of the Motion Picture Theatre Owners of America and inter-company discussion on sales and legal angles involved, next step in connection with Kuykendall's 10-point trade practices program is expected to be announced to the trade by major distributors just what concessions the tributor just what concessions they will make. One or two majors may determine on what change in sales policies will be made withi a week or 10 days and notify all exhibitors of the decisions, and the major of the decisions, the MPTOA in turn to inform its member exhi itor, it has been decided that it would be best for each distributor to make whatever changes in policy it sees sit, and

for each distributor to make what-ever changes in policy it sees fit, and thus let all exhibitors know about it. While it is a hunch in MPTOA quarters that probably two distribs will reach decisions prior to Kuyken-dall's return to New York in two weeks, it is not indicated which these two companies may be. It is not indicated, either, how much

of the 10-point program may be adopted but generally felt that a higher cancellation privilege for all exhibitors has a good chance, together with elimination of score

charges.

According to information, the MPTOA now prefers that each distributor reach decisions as to what they will grant under the 10-point program, with the distribs to notify the field rather than the MPTOA itself. Kuykendall, who has given much time to pressing for reforms under his 10-point program, will be in New York Oct. 25 to continue any necessary contacting with distribs on features of the MPTOA trade practice reforms.

PATHE'S 39 WEEKS MAY SHOW OVER \$20,000 NET

Financial report of Pathe Film, due the end of this month, is expected to show a profit ranging from \$20,000 upwards for the 39 weeks. Last statement, which covered the 29-week period up to July 18, revealed a loss of \$17.295, but many items which ran, the expense list up either will be materially trimmed or not appear in the forthcoming report. The readjustment, covering absorption of First Division and setting up of Grand National, will not figure in this new statement, it is understood. With Pathe figuring in general uptrend of film business through its lab work, plus a healthy disbursement expected from Du Pont Film Mig. Corp., via dividends from this company in which it holds a substantial interest, income is expected to reveal a healthy spurt in this coming report. Initial financial report from Grand National is not expected until the end of the current year. Latter stock is listed the N.Y. curb, which is, not so strict on requirements on quarterly statements.

Another Barrymore

Arthur-Rankin, member of the Barrymore family, goes to 20th-Fox studio under term contract.

Actor appeared on the stage with his uncles, John and Lionel Barrymore, and has been in ictures before.

Ruby's Costly Switch

Huby's Costly, Switch
Harry, Ruby, accompanied by his
wife, Eileen Percy, has
Hollywood. Trip east was for a
gander at the series. The Bert Kalmars also came along.
Ruby, down in the dumps over refusal of Yankees' owner to permi
his wearing uniform of that club
during games, was forced to swing to
the Giants, backing them up with
coi

Seven Acers on L.A.'s H.O. List: 'Lady' Struts \$22,300; 'Big Game' Drew 18G's, 'B'cast' OK 18G; 'Dodsy' Ducky

Los Angeles, Oct.

It's, holdover week in town currenity, with seven of the first run houses holding over quintet of money-makers for the stanza. Only solo newcomers is Paramount's Vallant Is the Word for Carrie, which got away to smash start at the Four Star.

Holdover-pi include Big Broadcast of 1837 at the Pramount. The control of the stanza of 1837 at the Pramount Chinese, Dodsworth for a third warmer warmer of the stanza at the Carthay Circle. Picadilly Jim' is also holding for second week at the United Artisty. Dut with 'East Meets' Weet' substituted for 'Star for Tonight' as bottom bracket film.

Estimates for The Week

Estimates for The Week

Estimates for The Week Carthay Circle (Fox) (1,518; 55-83-1,10-1,65)—Romeo (MC) (3d week. Trade for this Shakespearean opus holding steady, with very few dol-lars difference noted at wicket over second stanza. Student matinees on Satuday mornings are helping, and \$4,000 often. Last week, around \$4,000 often. Last week, around \$5,000 often. Cast week, around \$5,000 often. Cast week, around

Solvent of the continuous of t

'ZIEGFELD' TOPS IN S. AFR.

Mostly S. Flims In Capetown, Johannesburg and Durban

Capetown, Sept. 25.
Metro's 'Great Ziegfeld' continues
to get this town's top business at
the Plaza (UT), Alhambra (ACT) is
offering 'Last Journey' (British; Elstree Bio-Cate, Right to Romance'
(RKO) and Royal (UT) 'Exclusive
Story' (MG).

Johannesburg,
Of the five current films here four
are Yanks. Metrotheatrc (MG) has
'San Francisco', Palladium (ACT),
'Hi, Nellie' (WB): Plaza, (ACT),
'Crusaders' (Par); Colisseum' (ACT);
'It's Love Again' (GB) and the
Prince's, (Indie), 'Ki and Make'
Up' (Par).

In Durban all pics are American In Durban all pies are American. Playhouse (ACT), has Trail of the Lonesome Pine Party (Kingts (ACT), 'One Night of Love' (Col); Prince's (UT), 'Smilin' rough,' (MG) and Cameo (Inide), 'Case of the Missing Man' (Col).

B'dcast' \$10.600. Indols... 'Libeled Lady' 12G. Okay

Indianapolis, Oct. 20.
Plenty of competition among the downtown first-run houses this week with all of the film spots going to single feature policy by coincidence to the film of the fil

Estimates for This Week

Estimates for This Week
Apollo (Fourth Ave.) (1,100; 25-40)
—Ladies in Love' (20th)—Good at
\$5,750. Last week Midsummer
Dream' (WB) only fair at \$4,400)
—Big Broadcast' (Par). Doing swell
at \$10,600 and might holdover. Last
week dual of Walking on Air'
(RKO) and Thollywood Boulevard'
(Par) mild at \$4,200.
Loew's (Loew's) (2,600; 25-40)—
Libeled Lady' (MG). Hit at \$12,000,
one of year's best figures here. Last
week dual of Devil Is a Sissy' (MG)
and 'Met in Taxi' (Col) good at
\$7,000.

and 'Met in Taxı (cu., 2004). 28,7000.
Lyrle (Olson) (2,000; 28,50-40).
Girl on Front Page (1) and vaude.
Far with \$7,500. Last week 'Magnificent Brute' (U) and Ted Lewis
on stage; with latter responsible for
\$13,700, very big.

B'cast'-Lane' Combo Socko \$26,000, Frisco

Competish very keen this week, several of the opposish attractions not calling for any admish. Eddic Cantor, Perkyakarkus and Jimmy Wallington put on a big free show at the Civic Auditorium on night for the Community Chest exhibition. Chest agencies also had plenty of the Community Chest exhibition that the competition of the rights during their time-day occupancy of the auditorium. Good weather is still sending plenty to the beach for a look-see at the shipwreck. Largest whale seen in these parts is on exhibition at Fisherman's Wharf at 10c a throw. Estimates for This Week

seen in these parts is on exhibition at Fisherman's Whaff at 10c a throw. Estimates for This Week Embassy (RKO-Cohen) (1512; 30-35-40)—President's Mystery' (Rep.) and 'Susannah' (Rep.). Nice campaign, but will be pulled after one week at \$2,000. Last week (5th) 'Swing Time' (RKO) okay at \$2,200. Fox (F-WC) (5,000; 25-35-40)—Pig Broadcast' (Par) and 'Maiden Lane' (20th), Socko \$26,000. Last week 'Cain and Mabel' (WB) and 'Swot Enemy' (MGM) disappoint in the control of the control of

stone' (U) (6th week) slipped to \$5,000.
Farrmount (F-WC) (2,740; 30.35-40)—'Gorgeous Hussy' (MGM) and Married Men' (Par) (3d week). Was on the verge of being yanked, but held for another week. Not over \$6,000. Last week okay at \$12,000.
St. Francis (F-WC) (1,470; 30.35-40)—'Cain and Mabel' (WB) and Sworn Enemy' (MGM) (2d week). Just another week at \$5,500. Last week 'Dimples' (20th) and 'Velvet Claws' (WB) only fair at \$5,000.
United Artists (UA-Cohen) (1,200 week). Okay \$5,000. Last week \$7,500.

week), Okay \$5,000. Last week \$7,500.
Warfield (F-WC) (2,880; 35-40)-Ladies in Love' (20th) and 'Murder With Pictures' (Par) (2nd week). Nice \$10,000. Last week healthy \$15,500.

Zeidman Primps Trio

Leidman Frimps 1710

Ben Zeidman has three yarns almost ready for the cameras. They are Sweetheart of the Navy. 'St. Elmo and 'Five Little Peppers and How They Grow,' all for Grand National release.

Nick Barrows and Faith Thomas are scripting Sweetheart,' Hinton Smith is on Elmo,' and Karl Brown is doing 'Peppers.'

National 1st Runs

UNIVERSAL

'Magnificent Brute,' Alvin, Pitt, 22; Centne, Ottawa, 22; Grand, Columbis, 23; Newman, K. C., 23; Avon, Uttca, 24; American, Butte, 25; Jayhawk, Topeka, Nov. 4; Fox, Det. 6; Kimo, Albuquerque, 11.

'Sea Spoilers,' Garden, Davenport, 24; Orph, Spokane, Granada, Sioux Falls, 30; Adams, Det., 30; Riviera, Knoxville, 31; State, Trenton, Nov. ville, 31; Chere, 7; Lyric, Duluth, 11; Family, Cincy, 16; Col, Erie, 17.

Lu, 28; Pal, Ft.

Wayne, 29; Lansing, Nov. 4; Pal, Wichita, 6; Adams, Det., 6; Col, Erie, 17.

Wayne, 29; Lansing, Nov. 4; Pal, Wichita, 6; Adams, Det., 6; Corph, Ritz, Tulsa, 20; Col, Erie, 20.

"My Man Godfrey,' Hi Cleve, 23; Pitts, Tulsa, 20; Col, Erie, 20.

"My Man Godfrey,' Hi Cleve, 23; Mal, Bridgeport, Lincoln, Lincoln, Nov. 2.

UNITED ARTISTS: Dodsworth, Warner, Milwaukee, 23; Fox, Phoenix, 23; Rialto, Butte, Nov. 1; 5th Ave, Seattle, 5; Troy, Troy, 7; Met. Winnipeg, 13, Martini, Galveston, 13, Minn, Minneapolis, 13; Tampa, 14; Gay Desperado, Broad, Columbus, 22; Orph, N. O., 22; Memorial, Bos, 23; Albee, Prov. 23; Loews, Wilmington, Bitto, 21; Came, Nov. 7, Taste of Mohleans, Pal, Wichita, 22; Orph, St. Paul, 23; Orph, Lincoln, 23; Came, Bridgeport, 28; Cap, Vancouver, 30; Tampa, Tampa, Tampa, Nov. 10.

METRO

Nov. 10.

METRO
Libeled Lady, Trent, Trenton, 23; Pal, Hartford, 23; Pal, Dallas, 31; Cap, Davenport, Nov. 6; Sunshine, Albuquerque,

26.

All American Chump.

Loew's, Akron, 23; Lib, Lincoln,
Nov. 1; Cap, Binghamton, 6.

Thevil Is a Sissy, 0-rph,
Omaha, 30; Globe, Bridgeport,
Nov. 1; Albany, Albany, 22.

'Old Hutch,' Cap, Sloux C,
27; Madison, Ibany, Nov. 13;
Globe, Bridgeport, 19.

GENERAL'ST.L LEADER AT \$17,700

is. Oct. 20.

is, Oct. 20.

Downtown there is a real battle for kopecs, what with Loew's offering 'Dodsworth' and a second feature thrown in for good measure and 'General Died at Dawn' at the Ambassador, where Paul Ash is directing pit band show. Fox is running third despite Shirley Temple, who usually leads here.

Estimates for This Week

'Desperado' \$14,000 in Fast Philly Start, Ladies' \$14,000; Town Mostly Holdover

SHIRLEY'S \$9,000 BOWS TO BEERY IN OMAHA

Shirley Temple at the Orpheum is being outdistanced. film row for the week. 'Dimples' is dualled with 'Border Flight'. In first place is the Omaha with Old Hutch and Sworn Energy and the Complete of the Com

(FN) and Love Begins' (FN), \$5,300, not bad.

Omaha (Blank) (2,100; 25-40)—
'Old Hutch' (MG) and 'Sworn Enemy' (MG), dual. Beery responsible for most of good \$9,500. Last week, first single feature at house in two years with Anthony Adverse' (WG), \$5,300 (Hery, \$6,000)—
'Old Phane (Colt) and 'Border Flight' (Par) dual. Temple always plenty strong here and this one no exception at \$9,000. Last week 'Ramona' (20th), and 'Women Are Trouble' (MG), \$11,000, excellent.

Indie D'town, Det., Has Mild \$5,000 Opener

Detroit, Oct. 20.

Downtown, former RKO showcase, a dual combo house, but got away rather slowly. With only indie flickers available, and, no-name acts, house has hard mit to crack, even on 25-40c scale, which is 25c under top of town's other two vaudilimers.

Talks by President Roosevelt and Gales by President Roosevelt and the state of the

Philadelphi, Oct. 20.

Biz downtown is not much above average this week, with several houses offering holdovers. Terrific advertising campaign for 'Gay Desperado' at the Adelphi is helping it to a rich intake. Nearest rival is Ladies in Love' at the Boyd.

Estimates for This Week
Addine (1,30): 40-55-65).—Gay Desperado' (UA). Big campaign and good notices. Up loose to \$14,000 on first week. Last week Dodsworth' (UA) (Gruweek), ine days, \$12,000,

good notices. Last week Todsworth (Very Nett), inc days, \$12,000, were the control of the contro

LIBELED LADY \$23,000 BUFFALO

Buffalo, Oct. 20, Takings are moving along in high gear here. Libbled Lady at the Buffelo is close to record takings. Craig's Wife' at the Lafayette is also doing topnotch business and Devil' at the Hipp is following close behind.

Estimates for This Week
Buffalo (Shea) (3,600; 30-40-55)—
Libeled Lady (MG). Hitting \$23,000. Last week "Wives Never Know
(Par) and Bowes ams, fine \$19,000.
Century. (Shea) (3,400; 25-35)—
Bengal Tiger (RKO) and Border
Flight (Par), dual. Maybe fair \$8,500 Last week "Pepper" (20th) and
\$3,000.
Last week "Pepper" (20th) and
\$3,000.
Last week "Pepper" (3,400; 30-50)

'King of Mounted' (20th), splendid, \$9,000.
Great Lakes (Shea) (3,400; 30-50)
-Ramona' (20th), Slow start at \$7,500. Last week 'Swing Time' (24 week), fine, \$9,000.

Hipp (Shea) (2,400; 35-540)—Devil Is Sissy, (MM). Good \$9,000. Last Week 'Swing Time' (24 week), best gross i months, \$9,500.

Lafayette (Ind) (3,400; 25-35)—
Craig's Wife' (Col) and 'Shakedown' (Col). Around \$10,000, okay. Last week 'Nine Days Gueen' (GB) and 'Two Fisted' (Col), fair, \$7,000.

PAR'S \$50,000 BUDGET TILT FOR 'CHAMPAGNE'

Hollywood, Oct. 20.

Preview eception of Paramount's 'Champagne Waltz,' studio has decided to boost budget \$50,000 in order to incorporate another elaborate production number, putti icture in the speci classification. Number is being written and E1-

ward Sutherland, director, probably will start work on addition is

INTERSTATE HUDDLES Dallas,

Dallas,"
Karl Hoblitzelle, president of Inferstate circuit, had John Moroney,
his attorney, with him on leaving
for Washington to talk tax matters.
New York also is on itinerary with
conversations scheduled at Paramount's offices.

SOSKIN'S H'WOOD O. O.

Paul Soski , Columbia producer in England, here on a visit, left New York yesterday (Tuesday) for Hol-lywood

Producer will be gone four weeks on talent hunt and studio o. Will return to England around Nov. 15,

Ladies'-Heidt \$36,000, 'Craig' \$7,000, 'Brute' \$17,000, '36'-Vaude \$14,000, 'Blvd.' 15G, Chi Not So Terrif

Another settled ession with only a couple of flickers above average. Chicago is leading the parade with Ladies in Love.

Rest of the town's real strength is in the holdovers, such as Tabeled Lady, at the United Artists, and Give Me Your Heart', at the Garrick. Heart' is a pinked flicker on its faulti only tag, and strong magnet for the dames.

Fig. 2. Estimates for This Week.

Apollo (B&K) (1,200; 25-45-55)—
raig's Wife' (Col). Good session
\$7,000. Last week 'Adverse' (WB)
sished three weeks in Loop to oke

nnished three weeks in Loop to oke \$6,100, Chicago (B&K) (4,000; 35.55-75)— Ladies in Love' (20th) and Horace Heidt band, Nearly \$36,000, hotcha, Last week 'Your Heart' (WB), fine, \$34,200.

Jast week Jour Heart (MD), ane, \$34,200.

Garrick (B&K) (900; 35-45-65)—
Garrick (WB) (2d run). Moved here from Chicago and heading for highly-profitable \$7,500. Last week Flussy' (MG) finished fourth week in Loop to pleasant \$8,200.

Oriental (B&K) (3,200; 25-40)—
Hollywood Blvd. (Par) and vaude. About the slackets session house has been in many weeks; around \$15,000. Last week Jailbreak (WB), good, \$13,800.

Jees in many weeks; around \$15,000.

18,800 and the state of the state

'SWING TIME' BUILD-UP **GETS \$4.500 IN LINCOLN**

Lincoln, Oct. 20.

Bearing down on the ballyhoo, the Stuart theatre is going to town this week on 'Swing Time.' Big help for the weekend was the Indiana-Nebraska game, hoosier and husker alike helping jam the houses.

Estimates for This Week
Liberty (LTC) (1,200: 10-15)—
Roamin' Wild' (Rel) and 'Dragon Murder Case' (WB), split with Murder with Pictures' (Par) bill with Murder with Pictures' (Par) bill with Selection (WB), split with Selection (LTC) (1,600; 10-20-25)—1014 Hutch' (MG). Off with a bang at \$3,200. Last week 'Mary of Sootland' (RKO) helped by a bally adcampaign and by the lack of any or \$3,000, aproduct went out front or \$3,000, approduct went out front or \$3,000, approduct went out front or \$3,000, approduct went out front \$3,000, approduct \$3,000, approduct went out \$3,000, approduct \$3

campagn and by the lack of any other good product went out front for \$3.000, nice.

Orpheum CC (1.350: 10-15-20-15

\$2.800.

Varsity (Westland) (1,100; 10-20-25)—Adventure in Manhattan (Col).

Okay in this house at \$1,600. Last week 'Everything Thunder' (GB), a winner at \$1,300.

JOAN BARCLAY'S 21G SUIT

St. 20.

Joan Barclay, 22, here from Hollywood to press \$21,875 district court
action agai Benjamin A: Poust,
realtor, allegi he collected, and
iled to pony over proceeds of sale
of Canadian lands inherited from her

ult was entered in Miss Barclay's true-name, Mary E. reear. Though only 22, she has been in pix 11 years, mostly in mystery flickers and hoss operas.

SHIRLEY-PAGE' \$10,000 COMBO IN LOUISVILLE

Louisville.

Dimples and Girl on Front Page' are doing good business at Rialto, as is Libeled Lady at the Salar Haito, as is Libeled Lady at the Salar Haito, as the Libeled Lady at the Salar Haito, as the Libeled Lady at the Salar Haiton, with the delegates to the National Funeral Directors Association making merry and spending freely, burg has settled down to a slower pace. Brown, State, and Mary Anderson all showing singles and doing okay.

son all showing singles and doing okay.
Stage shows turned up again with opening of Drury Lane (16) on, straight vaude policy, sans pies. Four shows dally, which makes for plenty long intermissions between stage presentations. Prices sealed at 25-40, bills to be changed weekly.

Estimates for This Week

Brown (4th Ave-Loew's)—(1,500; 15-25-40)—'Big Broadcast' (Par) (2d run). Moved over from Righto, God at, \$2,500. Last week 'Pepper' (20th) and 'Star for Night' (20th), dual, \$2 400 god

at \$2,500. Last week 'Pepper' (20th), dual, \$2,400, good.

Drury Lane (Ind)—(1,059, 25-40)—Stage show, five acts vaude, plus me, and line. Opening biz pretty fair, but will take at least two weeks to give the straight stage policy, sans pics, a fair trial, Tallying \$2,300, okay.

pics, a fair trial. Tallying \$2,300.

Say middle (Switow) (900; 15:25)—

Bentinety (Switow) (900; 15:25)—

Bentinety (Switow) (900; 15:25)—

Bentinety (Par) and Girls' (Par) (Par)

1st Runs on Broadway (Subject to Change)

Ween

Astor—Romeo
(MG) (10th wk);
Capitel—Devil Is
(MG) (2d wk),

Triterion — Follow Your Week of Oct.

(MG) (2d wk).
Criterion — Follow Your
Heart' (Rep) (21).
Musle Hall—'Adventure
Manhattan' (Col) (22).
Parameunt — 'Big roadcast
of 1937' (Par) (21).
Biatto—'Big Game' (RKO).
Bivell — 'Dodsworth' (UA)
(Sth. wk).
Boxy — 'Magnificent Brute'
(U).
Strand — 'Cai-

Strand - 'Cain and Mabel'

Strand — 'Cain and Mabel'
(WB) (2d wk),
Week of Oct. 30
Astor—Romeo Juliet'
(MG) (11th wk),
Capitel—Libeled Lady' (MG),
Criterion — Follow Your
Heart' (Rep) (2d wk),
Music Hall—Woman Rebels'

(RKO) (29),

Parameint — Big Broadcast
of 1937' (Par) (2d wk).

Rivell — Ladies Love' Rivell — Ladies Love'
(20th) (28),
Roxy — Magnificent
(U) (2d wk),
Strand—Charge of the Light
rigade' (WB) (31).

\$17.000 OPENER FOR VAUDE IN CINCY

B'way Holdovers Strong; 'Cain' And 'Sissy,' New, 30-32G; 'Dimples' 30G, 'Carrie' 27G, 'Desp' 72G, 2d Wks.

With the way pictures have been holding over, it's a rare week in New York when half of the hamlet's first runs have new ones. Against six Noidovers, two of which finished their engagement last night (Tues.), however, there were only four new features for the fresh crowds to shop first run importance, Devil. Is a Sissy' and 'Cain and Mabel.' The other two new ones are the routine, Simultus murch in such that had on the other two new ones are the routine, Simultus murch in such that the place.

The holdovers this quartet went up against number six; plus the second with the Palace.

The holdovers this quartet went up against number six; plus the second run of 'Ziegfeld' at the Siate after five games weeks at the Capitol. All of the holdover houses and the State offered real competition excepting the Criterion, where 'Ramona' on its second (final) week, expiring last night (Tues.), proved rather light.

Toevil Is a Sissy' is best of the four rew pictures. It will rope a good \$2,000 or better for the cavernous Cap and sticks around, as does 'Cain and Mabel' at the Strand. The latter, in spite of poor notices, may noss up to \$30,000 and also languishes a second week. 'Charge of the Light Strand. Gable's draft, shelved Saying Cain and Mabel.'

Longest Night, though rated poor by as a mystery item, is getting may mean \$6,000 on latter's first run booking at the Palace to \$10,500 on latter's first run booking at the Palace to \$10,500 or second Cap for Mid-up to the properties of the Capitol. All signs point to around \$25,000. good, and stops over first run barry run and stage show (2d week). Nino. Martini starrer mintainum farmitaning farmitaning farmitaning starrer proving farmitaning sholdover, \$72,000 or icer. First week \$23,000 (25,40-5559 — Longest Night (MG). Week \$25,40-559 — Longest night (Tues.) in the week was a second final the place of the Light Strand. The last run spite of poor notices, may nos up to \$20,000. The poor notices and the place of the Light Strand. Gable's draft, should be second final the pla

secona (nnal) week, expiring last inght (Tues.), proved rather light.

Devil Is a Sissy' is best of the four new pictures. It will rope a good \$32,000 or better for the cavernous Cap and sticks around, as does Cainter, in spite of poor holices, may note to \$30,000 and also languishes a second week. 'Charge of the Light Brigade' will succeed 'Cain' at the Strand. Gable's draft believed saving 'Cain and Mabel.'

Longest Night,' though rated poorty as a mystery item, is getting breaks at the drop-in Rialto, which may mean \$5,000 on the week, while 'My Man Godfrey' is carrying '15 Maiden Lane' on latter's first run booking at the Palace to \$10,500 or Second to the control of t

State of the service of the service

'MABEL' SWELL \$15,500 IN PITT.

Biz is showing little recession from last session's high grosses. Bad weather gave theatre a weekend break by keeping attendance down at college and pro football games. Leader looks like 'Cain and Mabel' at Stanley, Penn isn't far behind, with 'Devil Is a Sissy', getting swell send-off. Friday (16) when teachers' institute emptied schools and send kids flocking to see trio of starring inves. Also of help here was house's return to early bird price of two bits after six weeks at getaway scale of 35c.

Estimates for This Week

getaway scale of 35c.

Estimates for This Week.

Alvin (Harris) (2,000; 25-35-40)—
Magnificent Brute' (U). Didn't get
minute botton's beautie of lastminute botton's beautie of lastmek 'Lades in Love' (20th), eight
days, 38,000, profitable but a disappointment.
Fulson (Shea-Hyde) (1,750; 25-3540)—'Godfrey' (U) (7th week). Final
week, but still goins strong at \$5,000.
Follow Your Heart (Rep), billed to
own Wednesday (25)—Last week
(Godfrey' \$8,000.
Penn (Loew's-UA) (3,300; 25-2550)—Devil Is Sissy' (MG). Turning in fine \$12,500. Last week, second of 'Great Ziegfeld' (MG),
\$10,000. Libeled Lady' (MG)
Frant (WB) (2,900; 25-35-50)—
Genard WB) (2,900; 25-35-50)—
Godfrey' SWB) (2,900; 25-35-50)—
Godfrey' SWB) (3,900; 25-35-50)—
Godfrey' SWB) (3,900; 25-35-50)—
Godfrey' SWB) (3,900; 25-35-50)—
Godfrey' One of the strong of the s

SERLIN TO SUPE 'A.&M.' FOR PAR ON THE COAST

Oscar Serli , who origi set to produce Artists and Mo the east, will go to the coast as exec-

the east, will go to the coast as executive producer of the Paramount musical. Script has been given verbal and Serlin is only awartin final word as to when he is to start for Hollywood.

This move is taken to mean definite confirmation of the report that Par has abandoned its original plan to do four to six features at the Astoria studios: this year. Desire to concentrate all feature film-making under Adolph Zukor's direct supervisi n the coast brought this de-

\$11,000 for 'Broadcast,' \$7,500 for 'Stage Struck,' 'Sissy' \$7,200 in Mpls.

Pleasing but not potent array of pictures his week and grosses are backsliding a bit. But at that takin most instances will not plumb

in most instances will not plumo beneath respectable levels. "Big Broadcast' has the Minnesota off to a good lead "Stage Struck' and "Devil Is a Sissy," at Orpheum and State, respectively, are profiting by favorable reviews and word-of-month

mouth.

Estimates for This Week
Aster (Publix) (900; 15-25)—Yours
for Asking (Par) and 'Meet Nero
Wolf' (Col), second runs, and 'Three
Cheers' (Par), first run, split. First
rate \$800, Last week 'Pepper' (20th),
first run, all week, \$700, fair.

Last week. Tepper (auth), first run, all week, \$700, fair.

Century (Publix). (1,800; 15-25)—
Green Pastures' (WB) and "Piccadilly Jim" (MG), second loop runs, split. Fair \$3,000. Last week "Brother's Wife' (MG), second loop \$4,000, big.

Lyric (Publix) (1,300; 20-25)—
Wives Never Know. (Par). Weak \$1,200. Last week 'Murder with Pictures' (Par), \$1,800, okeh.

Minnesots (Publix) (4,200; 28-35-55)—Big Broadcast' (Par). Stretching toward good \$11,000. Last week (Cain and Mabel' (WB) and John Boles in person and 'Shootting High' unit on stage, big \$23,000.

Opheum (Sinzer) (2,899; 25-35-40)

with on tags of and Shooting High unit on stage, big \$23,000.

Orpheum (Singer) (2,890, 25-35-40).

—Stage Struck (PN), Powell-Blondell names luving some shekels; pretty good \$75,000. Last week. Craig's Wife (Col.), \$7,000, fair.

State (Publicy (2,300, 25-35-40).

Devil Is Sissy' (MG), Well sold and attrasting good \$7,200. Last week. Last For Mohicans. (UA); \$3,500, light.

Hight.

Time (Berger) (290; 25-35)—
Mummy's Boys (RKO), Good at \$1,200. Last week Marihuana (Divaine-Ester' (3d week) and 'Parade' (U), split, \$1,300, with first-named getting most of it.

World (Steffes) (350; 25-3540-50)
"Godfrey" (3d week, 2d run), Starting to slacken pace; \$1,500. Last week \$1,800, good.

LADY'-LOOSE' 111G IN DENVER—HELP, POLICE!

Denver, Oct. 20.

"Libeled Lady and Don't Turn Fm
Loose, dual bill, packing Orpheum
with biz so big Sunday night (16)
that house had to call the police to
handle the crowds. Big Broadcast,
at Denham, also big, and holds over.

Estimates for This Week

Estimates for This Week
Aladdin (Huffman) (1,500) 25-4050)—Ladles in Love (20th) two
days following week at the Denver,
and T Sinners (GB), five days Fair
32,000. Last week Midsummer
Dream (WB) neat, 45-500, and
Broad whe Bloadway.
1500, 252-40)
—Midsummer Drawn (1,500, 252-40)
—Midsummer Drawn (WB) (2d
run), Fair at \$1,500, Last week
\$2,000. Last week
\$2,000. Center (Allaw) (1,550), 20,005,

run). Fair at \$1,000 1.035 week Stage Struck (FR). (2d run), good; \$2,000.

Center (Allan) (1,500, 20-25)—
Love Again' (GB), Guns and Guitars' (Rep) and stage show. Good at \$3,500. Last week Sea Spoilers of Stage show, nice \$2,500, W. (U) and stage show, nice \$2,500, W. (U) and stage show, nice \$2,500, W. (U) and \$1,000. Last week Sea Spoilers of Spoil

\$8,000 Gets 'Desperado' Holdover in Seattle

Seattle, Oct.
Town getting into full fall swing, takings holdings nicely all around.
Estimates for This Week

Estimates for This Week
Blue House (Hamrick) (300, 27-3742) -Swing Time (BKO) (2d run
week Swing Time (BKO) (2d run
yeek Swi

WB Pitt Theatre's Radio Tieup to Offset Banko

Dittsburgh, Oct.
Bucking Friday bank night in opposition houses, Enrlight, WB deluxer in East Liberty, has tied with radio program, sponsored by jewelry firm here, with excellent results. It's a community singing idea, with prizes given away to different members of the audience by program backérs.

bers of the audence by program backers.
All Warners provides is the theate but increased attendance during last couple of weeks has proved wisdom of theup. Audience see full show, take part in the air songfest and, at the same time get free chance of snaring a giveawy.

It's another step the closer association or radio and show business for effective results at both ends, Program goes out over WWSW with Welt Framer handling the spells and Johnny Mitchell. the organ. Warners also hits WWSW five mornings weekly with Framer at the mike retail film news, and gossip and plugging current attractions in WB's nabe houses.

'Big Game'-Ams \$19,500 in Cleve.; **'Dimples' \$21,000**

Practically every house is, in clover, with the Great Lakes Expo out of the way. Visit of President Rossevelt Friday (16) for lakefront speedt crimped openings a bit, but cooler air shot up weekend figures.

Topper of week is State's Libeled Lady, heading for highest brackets. Dimples is doing nearly twice the average amount of trade for Hi

Estimates for This Week

Estimates for This Week
Alhambra (Martin Printz) (1.200;
20-30)—Nine Days Queen' (GB).
House switches to first runs with this
one, doubled with a second run,
Two in a Crowd.' Good at \$3,000,
Allon, (RKO) (3,000; 25-40)—15
Maiden, Lane' (20th). Probably
S5,500, olasy. Last week, Magnificent
Brute' (U) sarned a corking \$7,500.
Circle (Marmorstein) (1,900; 15-35)
—Three Cheers' (Par), and 'Sophie
Lang' (Par). Switch in policy puts
house in class of first runs again,
with duo lucky to get \$2,500.
Hipp (Warners) (3,700; 30-40)—
Dimples (20th). Heavy aiternoon
business for a swell \$21,000. 'Midsummer Dream' (WB) last week
okay at \$15,500.

Faleze (RKO) (3,200; 30-60)—Big

summer Dream (WB) last week okay at \$15,500.

Palace (RKO) (3,200; 30-60)—'Big Game' (RKO) and Bowes unit. Over \$19,500. Last week 'Your (WB) with vaude, \$17,500.

Penn Square (Shulman) (600; 35)—'New Gulliver' (Amkino). Town's only foreign house getting satisfactory \$1,500. Last week 'Dubrovsky' (Amk), five days, \$1,100, fair.

State (Loew's) (3,450; 35-40-55)—
Libeled Lady '(Metro): Sensational \$24,500. "Big Broadcast' (Par) last week, \$20,500, excellent.

Stillman (Loew's) (1,672: 25-35)—

week, \$20,500, excellent.

Stillman (Loew's) (1,872; 25-35)—
Big Broadcast' (Par) (2d run).
Moved in from State; \$11,000 fully
warranting it. Last week 'Ziegfeld'
(Metro) on fourth stanza good, \$8,500.

\$7,200. Last week 'Swing Ime' (RKO) (2d week), \$6,400, okay.
Liberty (7-VH) (1,900, 16-27-37)—
'Gay Desperade (UA). Bir campaign getting strong \$8,000 and holds.
Last week, 'Alibi for Murder' (Col) and 'Down the Stretch' (FN), six days, \$3,500, good.

Musje Box (Hamrick) (900: 27-37-22)—Your Heart' (WB) and 'Back to Nature' (20th), dual (2d run). Fair \$2,900. Last week 'Gorgeous Husys' (MGM) (3d week), okay, \$3,500.

Ornheum (Hamrick) (2,200: 27-38-2).

(MGM) (3d week), okay, \$3 00.
Orpheum (Hamrick) (2.700; 27-37-42)—Ladies (Love (20th) and
Married Men' (Par), dunl. Great
\$9.000. Last. week 'Stage Struck'
(FN) and 'Lady Be Careful' (Par),
dual, \$6,800, moderate.
Pafomar (Sterling) (1.450; 16-2737)—President's Mystary' (.50) and
vudde. Fair \$4,000. Lost week 'She
Shall Have Music' (Imp), \$4,300,
good.

Did You Know That-

Arthur. Brown's bride surprised him with a brand new Packard and a birthday cocktail, party, Tuesday, at El Monocco ... Wesley Rugles was there and Constance Talmadge, Dorothey Hall, Neal Andrews, Ronie Simon and Gwen Heller Lang were also among the guests... Jeannette MacDonald has not started her new home yet, but she bought a beautiful wight bear rug for it, during her stay here... Norma Talmadge looked lovely at 21 on Tuesday, in three-quarter length sable coat and his

mange looked lovely at 21 on Tuesday, in three-quarter length sable coat and hi black hat. Katherine Carver was in the party and Betty Furness, Randolph Scott, Philip Holmes, Dorothy MacKaill, Gloria Spreckles, Ilka Chase, Lois Wilson, John Rumsey and Regina Crewe' were among those lunching in the bar... Maria Gambarelli is doing the show at Pietre, elso the Ritz. Mrs. Ernist Lubitsch has been laid up with a sore throat... all his fans keep yelling to him when Georgie Raft goes to the professional football games, That was Freddie March and Florence Eldridge lunching at the Cog Rouge Monday. Faulette Goddard wore a divine sliver fox coat on 57th street the other day. That was Regis Toomey strolling down Seventh Ave., too.. The Sixty Clubopening was a nice background for Irene Dunne, in her lovely white fringe gown; Madeline Gaxton, more meticulously groomed than eer; Nick Schenck, Gregory La Cava, Bobbie Perkins (pretty with her long bob), John Halliday, Herb Harris, Mary Lewis, George White, Billy Gaxton and Dorothy Burgess also among the dancers... Jack Lavin, Paul Whitemaris mgr., is baching it for several weeks... Lynn Parnol is forgetti witstul notion to have a farm in Pennsylvania. Radio Comied East anow lives in Harris. Nellie Revell is stalking sponsor... several radio stahave bianned mention on most-talked-of woman in London. Walter Ham'd e n leaves next week on a lecture four... J. J. Murdock ired his actress-nice Martha Sieeper to dinner at the N. Y. Athletic Club, the other ight, that Park Ave. Swedish mai Sally who wrote a novel, the other ight, that Park Ave. Swedish mai Sally who wrote a novel, book at the Colub the other ight, that Park Ave. Swedish mai Sally who wrote a novel, book at the Colub the other ight, that Park Ave. Swedish mai Sally who wrote a novel, book at the Colub the other ight, that Park Ave. Swedish mai Sally who wrote a novel, book at the Colub the other ight, that Park Ave. Swedish mai Sally who wrote a novel, book at the Colub the other ight, that Park Ave. Swedish mai Sally



'RAMONA' VAUD \$23,000 IN CAPITAL

Cooler weather with showers at just the proper moments accounting for nice total take this week. Two disappointments but everybody else comfortably above average. Biggest trouble is with imples at Palace:

stimates for This Week

stimates for This Week
Belasco (Radin) (1,100; 25-35-50)
—"Spring Shower' (D)World) Opening tonight (Theaday). Last week
(Cynara' (UA) (revival), oke, 33,000.
Gapitel, (Loew) (3,424; 25-35-60)
—Ramona' (20th) and Al Trahan and
Tito Guizar hexding vaude. Good
\$23,000. Last week Brother's Wife'
(MG) took nice \$24,000.
Earle (WB) (2424; 25-35-40-60-70)

Rarie (WB) (2,424; 25-35-40-60-70).—Stage Struck (WB) and vaude with Ina Ray Hutton topping anniversary versus (God 316,500. Last week crains Wife (Col), satisfactory, \$15,000.

west Cray's wife (Co); satisfactory, \$15.500.

Keith's (RKO) '(1,830; 25-35-60)—
Godricy' (RKO) '(3d week). Third stanza ending jonkint (20) with big \$8.500. Last week beautiful \$13,000.

Met. (WB) (1.658; 25-40)—Murder With Pictures' (Par). Sassable \$5.000. Last week beautiful \$13,000.

Met. (WB) (1.658; 25-40)—Murder Pictures' (Par). Sassable \$5.000.

Last week (Pac) and Sassable \$1.000.

Dimples' (20th). Disappointing with \$14,000. Last week (Pac) Savy (1.640). Aoke \$16,500, but below expectations.

Riatic (Indié) (1,100; 25-30-40-50)

—Thin Man' (MG) (revival). Comes out Thursday (22) with big \$4,000 for eight days. Last week nice \$3,000.

'Devil' Leads Boston with \$37,000 at Orph-State; 'Dimples' \$28,000, Fair

J. J. Franklin Returns To Hawaii After Huddle

Following confabs on theatre management with his partners, Adolph
Ramish and Lou Rosen, and also in
connection with Franklin Theatres'
suit against Warner Bros., in which
the distrib is charged with failing to
abide by contract, J. J. Franklin has
returned to Honolulu.
Franklin learned before his departure that U. S. District Attorney
Williams had been sent from Washington to New York to scrutinize the
complaint against Warners. Also,
that his brother, Attorney Charles
Franklin, has been summoned to
Washington discuss complaints
fled with the government by Franklin against Consolidated Theatres, his
opposition on the islands.

Hollywood, Oct 20. Harvard game. Estimates for This Week and Louf Rosen, and also in and Louf Rosen, and also in the arremant with his partners, Adolpin and Louf Rosen, and also in the work of the contract, J. J. Franklin Theatres in learned before his dethat U. S. District Attorney had been sent from Wash as to Honolulu. In learned before his dethat U. S. District Attorney had been sent from Wash at against Warners. Ales brother, Attorney Charles has been summoned to the discuss complaints he government by France to the more discuss complaints in on the islands. VS. HOSS NS. Pix Vs. Hoss Show in K.C.,

Kansas ity, Oct. 20.

Bi activity in town this week is to be found at the American Royal building where the 38th annual hoss show sot under way Saturday (17).

Influx of out of town trade slow over week-end, but expected to pick up plenty during the week.

Midand is climbing back into the lead this week with dual, bill of Devil Is a Sissy' and 'American Chump.

Estimates for This Week

Mainstreet (RKO) (3 200: 25-40)—

Chump.

Estimates for This Week

Mainstreet (RKO), (3,200; 25-40)—
Dimples, (20th), Fair at \$10,000.
Last week 'Big Broadcast' (Par), nice, \$13,500.

Midtand, (Loew) (4,000; 25-40)—
Devil Is Sissy (MG) and 'American Chump' (MG). Second stab at dual, bills looks; to, be more successful than first bill last week. Good \$14-500 currently. Last week 'Craig's Ward (Colab Add Stool).

An expensive the control of the colaboration of the colaboration

Okay, \$7,000.
Uptown (Fox) (2,030, 25-40)—East
Meets West (GB) and Married
Men' (Per). Fair \$4,500. Last week
Wives Never Know (Par) and Thw
Against World' (FN)-weak at \$3,500.

\$12,000, Montreal, for Blackstone Hocus-Pocus

Montreal, 20.
Palace and Capitol running close on 'Dedsworth' imples for good business, while Loew's with Blackstone as the whole vaude show is getting another good gross. His Majesty's repeats 'Nine Bays a Queen' and, is agein doing, well. Imperial leeft, 'The 'Old Mai' starved to death-lest week.

Stimates for This Week

His Majesty's (CT) (1,600: 50)—

Devil Is a Sissy at Orph and State is leading the town. Other property of the property of the

'DREAM' AT POPS **\$7,000 IN BALTO**

Baltimore, Oct. 20.

Dimples' is the week's outstander, with the Shirley Temple tug especially packing 'em in for the matinees at the New. Grind run of Midsummer Dream' at the Stanley got off to rather a stodgy start, but pulled passenger of the passenger of th

pace is pressing faster each day.

Estimates for This Week

Century (Loew-UA) (3,000; 15-25-35-40-55) — Libeled Lady (MG)
(2d week), Fancy \$9.500 after excellent \$12,600 last week.

Hippedrome (Rappaport) (2,300; 15-25-35-40-55-66) — Big Game (RKO) and vaude with Don Bestor band, Vic Oliver, Sarah Churchill.

Bestor band seems to be exerting only draw; \$13,000; ok. Last week
Craig's Wife (Col) and Conrad Thibault heading vaude, \$13,800, vergood.

Thibault heading vaude, \$13,800, ver good.

Keith's (Schanberger) (2,500, 15
"Keith's (Schanberger) (2,500, 15
"Keith's (Schanberger) (2,500, 15
"Keith's (Schanberger) (2,500, 15
"Keith's (Schanberger) (1,500, 15
"Keith's (1,500, 15

ANZAC BIZ GOOD

Two Locals Okay In Sydney-Show Boat' Into Fourth Month

Boat Inte Fourth Month

Sydney, Sept. 29.

Is pretty nice this week: especially for two locally-mades, Flying Doctor' (National) and 'Uncivilized' (Chauvel). Doctor has just completed its first week to a high gross and swings into a second, still strong, 'Uncivilized' opened well and should keep up.

Boat' (U) swings merrily along in its fourth month and will remain. To Mary, With Love' (Fox) opened fairly, well and should meet with success. 'San Francisco' UM-CJ oges out this week after a reat run and will be replaced by 'Great Ziegeld' (M-G). 'Private Number' (Fox) quits after four weeks, ith 'Ex-Mrs. Bradford' (RKO) in hext. Thythm on the Range' (Par) is also a newcomer and may mean biz Whipsaw' (M-G) goes out after fiv weeks, with 'Gmall Town Gir' (M-G) replacing. 'One Rainy Afternoon' (UA) goes into its second week and may cop three. starved to death last week.

Stimates for This Week

His Majosty's (CT) (1,600, 50)—

Nine Days a Queen' (Brit) and
Two's Company (Brit) (2d yeek).

Still going well; \$4,000, good, atter

Still going well; \$6,000, good, atter

Still going well; \$6,000,

Warner Bros.
ARE READY
with...

TWO
ANTHONY
ADVERSES
A MONTH

FOR THE NEXT SIX MONTHS!



FOR OCTOBER



Marion and That Gable Man in MABEL!

MARION DAVIES and CLARK GABLE i 'CAIN, AND MABEL'

with ALEN JENKINS • ROSCOE KARNS
Walter Catlett • David Carlyle • Hobart Cavanaugh
Songs by Harry Warren and Al Dubin

A Cosmopolitan Production • Directed by Lloyd Bacon



The 'DREAM' At Popular Prices!

Max Reinhardt's Production of
'A MIDSUMMER NIGHT'S DREAM'

A MIDSUMMER NIGHT'S DICEAM
By William Shokespeare « Music by Mendelssohn
Storring JAMES CAGNEY » JOE E. BROWN » DICK POWELS
UVIA de HAVILLAND » IAN HUNTER « ANITA LOUEN
ROSS ALEXANDER » Jean Muir « Victor Jory,
Verree Teasdale « Hugh Herbert» Frank McHugh » Mickey Rooney
Directed by Mox Reinhardt and William Dieterle





THE CHARGE of the LIGHT BRIGADE!

ERROL FLYNN and OLIVIA de HAVILLAND in
'THE CHARGE OF THE LIGHT BRIGADE'
with PATRIC KNOWLES • HENRY STEPHENSON
NIGEL BRUCE • Donald Crisp • David Niven
Directed by Michael Curii

FOR NOVEMBER

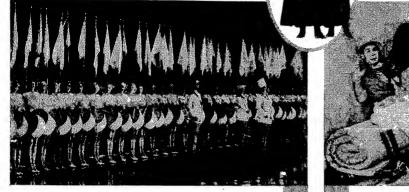


For Thanksgiving '3 MEN ON A HORSE'!

"3 MEN ON A HORSE"
with FRANK McHUGH • JOAN BLONDELL
GUY KIBBEE • CAROL HUGHES • ALLEN JENKINS • SAM LEVENO
TEDDY HART • A MERVYN LEROY PRODUCTION
A First National Picture

2 "ANTHONY ADVERSE'S

FOR DECEMBER



For Christmas 'GOLD DIGGERS'!

DICK POWELL and JOAN BLONDELL;

'GOLD DIGGERS OF 1937'
with VICTOR MOORE • GLENDA FARRELL • LEE DIXON
OSGOOD PERKINS • ROSALIND MARQUIS • Songs by Harry
Warren and AJ Dubin, Horold Arlen and E. Y. Harburg
Directed by Lloyd Bocon • Donces by Busby Berkeley
A First Notional Picture

Brown's Top Show
'POLO JOE'!

JOE E. BROWN in 'POLO JOE'
with CAROL HUGHES • RICHARD "SKEETS" GALLAGHER
Joseph King • Gordon Elliott • George E. Stone

Directed by William McCann

2 "ANTHONY ADVERSE'S





All In Technicolor 'GOD'S COUNTRY'!

'GOD'S COUNTRY AND THE WOMAN'
Based upon the novel by James Oliver Curvood
Photographed entirely in gorgeous Tachnicolor with
GEORGE BRENT • BEVERLY ROBERTS
Barton Mactanes' • Robert Barrat • Alan Hale • Joseph King
El Brendel • Directed by William Keighley



Daring As Fugitive BLACK LEGION!

*BLACK LEGION' with
HUMPHREY BOGART
rien-Moore • Dick Foron • Ann Sheridan
ie Acuff • Helen Flint • Joseph Sawyer
Directed by Archie Mayo

2 "ANTHONY ADVERSE'S"





Kay's Greatest STOLEN HOLIDAY'!

KAY FRANCIS in 'STOLEN HOLIDAY'
with CLAUDE RAINS • IAN HUNTER
ALISON SKIPWORTH
Directed by Michael Curliz



Errol Flynn in Famous 'GREEN LIGHT'!

ERROL FLYNN and ANITA LOUISE in

GREEN LIGHT*

From the novel by Lloyd C. Dauglps with MARGARET LINDSAY • SIR CEDRIC HARDWICKE WALTER ABEL • HENRY O'NEILL • A Frank Borzage Production A Casmopolitan Production • A First National Picture

2 ANTHONY ADVERSE'S



Year's News Scoop 'MOUNTAINJUSTICE'!

MQUNTAIN JUSTICE
with JOSEPHINE HUTCHINSON and GEORGE BRENT
Guy Kilbbee • Fuzzy Knight
Robert Borrot • Mona Borrie
Directed by Michael Curtiz

FOR MARCH



And Then-'READY, WILLING and ABLE'!

READY, WILLING AND ABLE with RUBY KEELER and ROSS ALEXANDER Hugh O'Connell • Lauise Fazenda • Allen Jenkins • Toddy Hort Wini Shaw • Carol Hughes Fram the Saturday Evening Post Story by Richard Macauley Dances by Bobby Connolly • Directed by Ray Enright

DEVIL IS A SISSY

DEVIL IS A SISSY

The release of Frank Davis production. Features: Freddie Bartholomew, Jackie Copper, Mickey Roosey, Ind.

Jackie Copper, Mickey Roosey, Ind.

Jackie Copper, Mickey Roosey, Ind.

Jackie Cooper, Ind.

Jackie Cooper, Ind.

Jackie Cooper, Ind.

Jackie Cooper, Ind.

Jackie Roosey, Ind.

Ja

The Devis Is a Sissy' is suredre film entertainment for the family trade. Plenty of pathos for the sentimentalists among the parents and strong object-lesson stuff for the juves with a dash of gangsterism and general roughneckery, which however, is well pointed up and neatly skirts the shoals of pulpiteering.

juves. with a dash of gangsterism and general roughneckery, which, however, is well pointed up and neatly skirts the shoals of pulpteer into the state of the sidewalks of New-York must perfect the state of New-York must be not the Broadway, initiates, it'll remind of the Broadway, initiates, it'll remind of the Broadway, initiates, it'll remind of the Broadway, initiates, it'll remind the Broadway, initiates, initiates, it'll remind the Broadway, initiates, into the Broadway, intitiates, into the Broadway, intitiates, into the Broadway, i

cause of local idiomatic reasons. Incidentally, the title refers to the premise that the reason devility is weak-kneed is because it requires strength to be forthright; that only the cowards resort to underhandedness to further their ends. This gospel is most casually and naturally propelled by the jurist character without, in any wise, becoming a preachment.

CAIN AND MABEL

CAIN AND MABEL

Wainer for release of Cosmopolitan production. Strrs Macion Davies, Clark Grant Control of the Control of the

simentalists among the parents, and strong—block—isson—stuff or the proves, with a dash of gangsterism from the proves. Will pointed up and control of the proves. We will pointed up and control of the proves. The same of the sidewalls of pulpheer. This sags of the sidewalls of New York must perforce resurrect from the proves. The same of the correct performance of the c

Miniature Reviews

The Devil Is a Sissy' (MG). Corking entertainment for all types audiences, a cinch for above par grosses;

Cain and Mabel' (WB). Lavishly produced musical with second rate story, and moderate-chances. Marion Davies-Clark Gable starred.

The President's Mystery' (Rep). Extraneous material mars what might have been a strong mystifier; scarcity of names will keep it in duals. Hearts in Bondage' (Rep). Merrimac-Monitor episode of Civil War dramatized not too-effectively for the screen, dual-ers only.

effectively for the screen; dual-ers only.

The Human Adventure;
(Shields). Archeological expe-dition of University of Chicago.
Interesting travelog-type fea-ture of fair commercial value.

Trailin' West' (WB). Old-fashioned hoss opry, trailin' for spotty biz in the duals:

UNCIVILISED (AUSTRALIAN MADE)

(AUSTRALLIAN MADE)
Sydney, Sept. 29.
Universal release of Expeditionary Filton, Ltd., production. Stars Dende Moey; features Margot Bluy, Ashton Jarry, Marcelle Marnay. Discoed by Charles, Chautel, Sconario, Charles Chauvel, from story by Taman Migrate. At Embasy theter.
Sydney, Sept. 25, '36, Running time, 82-mins. mins. Denis Hose
Mara Denis Hose
Beatrice Lynn Margot Rhys
Sondra Marcelle Marnay
Akbar Jhan Ashton Jarry

Bestrice Lyon. Margot RhysScondra Marcelle Margot
Aklar Jhan. Marcelle Margot
Chelle Setting should give 'Uncivilised' a spot on the American
screen. Not, however, as an ace atraction, but no duals because, outside Australia, the marquee names
mean nothing for the production, but the six hardy likely because novelity of presenting a scenic
background that is absolutely virgin
so far as Hollywood is concerned
should give the picture an entree.
Charles Chauvel, director, spent
some time in America and has
turned his knowledge to good use. It
was Chak, el who gave Errol Flynn
his first fix try in a pic titled Indiscovery of Flynn.
In making 'Uncivilised'. Chauvel
has turned in the picture of his career, and one that should place Australia on the map. Dialog is somewhat 'mumbo-jumbo,' but should, be
easily understood. Acting is passable,
with Hoey outstanding. Camera work
prometer and is a ging in the problem
woman novelist who is sent to the
unknown interior of Australia to
secure information about a mysthe best local made to date.
Story tells of a beautiful young
woman novelist who is sent to the
unknown interior of Australia to
secure information about a mysterious white man named Mara, who
lives with and leads a tribe of aborstrein and the should be acting the man for a book, and to
secure information about a mysterious white man named Mara, who
lives with and leads a tribe of aborstrein and the sent of aborstrein and the

clitt. Nothing at all suggestive; just a corking piece of camera work and different control of the control of a seductive plant, and so forth. Also in the magnificent scenery. Big fault of the picture comes towards the close when Mara breaks into a song in perfect English, and into a song in perfect English, and the control of the con

President's Mystery

President's Mystery
apublic release of Na Levine 'solution'
to Features Henry Wilcoxion, Betty
Furness, Sidney Blackmer, Evelyn Henri,
Directed by Phil Rosen, Story convelved
Henri Directed by Phil Rosen, Story convelved
Henri Barris, Henri Barris, Henri Barris,
Nathinael 'set'; supervising editor, Murria,
Nathinael 'set'; supervising editor, Murria y National feet, aborefaine of the first property Stolerati, filling officers, the filling officers of the filling officers officers of the filling of

TALKING SHORTS

VINCENT LOPEZ and ORCHESTRA

'Knock, Knock, Who's There''
Music, Singing, Novelty
10 Mins.
Paramount

Paramount

Councily
Riatto, N. Y.

Columbia

incent Lopez and his drummer turned out a song recently while the Knock, Knock craze was having some effect on sanity. It is called, Knock, Knock, Who's There? and now forms the principal basis for a short which includes as many of those Knock, Knock as anyone would want to hear in 10 minutes, if any.

would want to hear in 10 minues, if any,
Including other numbers, however,
and Maxine Tappen, who ings
'Organ Grinder's Swing,' it is fair
entertainment. Lopez, at the piano
throughout, does a composition of
his own on the ivories, Three
Sisters'. There are Knock Knocks'
here and there from the opening to
the close, Good production figures.

Char.

'RUSH-HOUR BHAPSODY' With Jean Sargent, Johnny Musical 17 Mins

Mustical
117 Mins:
Strand, Brooklyn
Vitaphone-WB
Fairly original idea feebly projected. Lots of good talent, some new tunes, excellent camera work, a fock of dancers and pretty girls, but the whole thing is muffed through Aleid production, and carelessness. Aleid production and carelessness. Aleid production and carelessness. Aleid production and carelessness. Aleid pricture starts out that way. But soon it attempts to develop—a story.

There's a full troupe of chorines who dance smartly, but are so-manhandled, first with foggy backgrounds and lastly with an absurd are mostly wested. Harland Dison, who staged the dances, probably will be amazed at the way the camera caught his efforts.

Jean Sargent and Johnny Hale do remarkably well all considered, and an unfabbed colored instrumental combo and steppers deserved a better break.

BLUE BLAZES'
With Buster Keaton

BLUE BLAZES'
With Buster Keaton
Cemedy
19 Mins.
Globe, N. Y.
Globe, N. Y.
Typical Buster Keaton comedy
with uncommonly good dialog and
more than the customary allotment
comic and situation processing the complex of t

getting into many single spots. By heavy-selling along the lines that Franklin D. Roosevelt conceived the original state of the lines o

Reatio, N. Y.

Three Stooges my or may not be tunny, depending, on how audiences take to them. Their slapstick is beginning to suffer from infirmity and in this case many comedy fans will fall to see fun in some of the antics indulged. Curley tries hard to be funny, but his gestures and busilack the true comic insoiration that the true comic insoiration are thrown only as Larry and Moc.

Boys are firemen this time. When they are firemen this time. When they are it is made in the same of the true comic in the same of the true comic in the same of the true cantain's new car.

Del Lord directed from a story by John Grey which may have been written between sandwich and cup of coffee. Jules White is credited as producet. Char.

SWING EANDITEX.

SWING BANDITRY

SWING BANDIFEY
With Georgie Stoll
Band Novethy
15 Mins.
Capitol, N. Y.

Novelty band short presenting
Georgie; Stoll. Hollywood maestro
and one of Bing Crosby's fave band
leaders for studio production work.
Reginald LeBorg authored and produced it for Metro, and a sprightly
Plot. methods it is, is blearer but
wholly adequate for the structural
ramework which the Stoll mustkers
further embellish. Most outstanding is a blonde looker who warbles the
yocals. She has a definite screen
personality that promises a future.
Her vocal fol-de-roling is further
fortified by not a little socko sa. in
her swing-singing of Sing, Sing,
Sing and My Blue Haeven.
Sing and My Blue Haeven.
Let of the stoll pusher of the service of the se

Land Without Music

Land Without Music

(BRITISM MADE)

(OPERETTA)

Gene | Film Distribution* release of control of the control of

Operetta built around Richard Tauber, continental singer, and one of the few real noveli British pictures have turned out i motion included the service of the few real noveli British pictures have turned out i motion included the service of the few real noveli British pictures have turned out i motion included the service of the servi

HERE COMES

of gags, gats and gals in a grand new laff - slant

With a screenful on radio romeos!

With the reigning rhythm favorites, 'Thru the Courtesy of Love' and 'You On My Mind'!

HERE COMES

With the Surprise Performance that Makes a Million-Dollar Star Personality Out of

ROSS ALEXANDER

GLENDA FARRELL · Anne Nagel · Craig Reynolds · Hobart Cavanaugh George E. Stone · John Sheehan · Joseph Crehan · Dennis Moore Directed by William Clemens • A First National Picture • Songs by M. K. Jerome & Jack Scholi



With Another
Big October
Show from Warner

Land Without Music

(Continued from page 15)

(Continued from page 15)
the music-madness of the peasant
population, but, after that, the curious plot moves smoothly against a
series of light operatic backgrounds.
permitting Tauber free rein to indulge a wide range of material in
pure the control of the control
songs, with chorus support, melodies
pengs composed by Oscar Straus,
whose tunes are all gay and saling.

being composed by Oscar Straus, whose-tunes are all gay and ealing.

Immediate pop demands have Durante as headline material, with June of the strain of the supportion of the support of the supportion of the supportion of the supportion of the su

quately.

Production standards are effective.

With Walter Forder direction working up a steady action and contriving to brevent the frequent songs
from delaying the movement. Sets
are musical comedy style, but nicely
designed and executed, and photogranhy and lighting will pass anywhere. Sound better than in
average British productions.

THE LONGEST NIGHT

ranner and Samuel	arx production.
Hubbard and Samuel Features Robert Young	Irented by Durel
Charment Training a County	medica by Ellor
Window, by Cortland	Witenimmonet oden
tation, Robert Andrews	a diameter and a diameter
Treat Modere Wildreise	min editor, Robert
J. Kern: camera, Leste	r White. At Rialto.
N.Y. week Oct 18	28 Donning time
N.Y. week Oct. 16, 50 mins. Charley Phelps. Joan Sutten.	bot . Leanning time,
of minist	4 1 1 1 2 3 3
Charley Phelps	Robert Young
John Sutten	Manage Die
On-man man	season intende trice
Dalkegur	Ted Healy
Sergeant Eve Sulten	Tulle Hoydon
Mrs. Wileon	Catharine Derek
	Catharine Doucer,
Mrs. Briggs	Janet Beecher
Carl Briggs	Toutle Wanton
Cun In Male	Clare De la
Cab in Holt	.v, . councy Toler
Grover	

assignments allotted them. They are both cops.

All of the action takes place in a department store where a buyer, actually the member of a gang, is, surchasing merchandise his mobsteals. When the trail gets hot; guns also begin to get warm. There are three murders, all brought about and carried out in a routine manner. The usual threats, attacks and police outstoning figure. Young is in the support of the surface of the s

the time.

Direction, by Errol Taggart, ils to develop the murder mystery and love story along, inspired lines. From the start it isn't much of a gamble who's causing the murders and why.

Char.

The second second	Bernn, Oct
EA moduction and	release. Stars Illan.
	dh. Features Paul
Kemp, Oscar Sima.	Book Robort A
Siemule, Paul Mai	The state of the s
the tilling, Paul Mai	in music, Tries
Kreuder; directed by	Paul Martin; produc-
tion, Max Preiffer.	At Gioria Palast.
Running time 75 mins	
Aun Garden	Lillan Harvey
Running time 75 mins Ann Chirden (111 Phylor	A Street Avilly Mouseh
Stoddard Bill	Puttl Keens
Strutchard 7 63	Quarte Sime
Bill	Lord Unabel
*******	*******
Hopkins Manufug	Tien Kesim
Bianning	to Sloerket
The Julge	Paul Blidt
Mr. dorkso	Albert Plorath
Mr. dorkso His Nice	Lillein Harve.
The Hox of	a. Thomas Cair chin.

dently gave the clue to is one Willy Fritsch is portrayed as a hopeless lyric writer on a N X daity; who is waiting months to see any of his output in print. Almost desperate, he gets new hope when the boys on the paper tell him that the boss, is taking a personal interest in him after perusal of his lyrics, and that he has been favored to cover night court. Actually it's only a fake and an emergency job necessitated by the fourt. Actually it's only a fake and an emergency job necessitated by the fourt. Actually it's only a fake and an emergency job necessitated by the fourt. Actually it's only a fake and an emergency job necessitated by the fourt. Actually it's only a fake and an emergency job necessitated by the fourt. Actually it's only a fake and an emergency job necessitated by the fourt. Actually it's only a fake and an emergency job necessitated by the other of the same fail of the same

BARCAROLE

(GERMAN MADE) UFA production sml releas Gustav Froeblich, Lida Boarova.

by Erich Neusser. Adapted from Offen-
bach's romantle opera 'Tales of Hoffman.'
Tales of Hilliam .
At the Garden, N. Y., Oct. 10-22. Running
Glacinta
San
Colloredo
Zubaran Willy Rienal
Elvira Elsa Wagner
Tagner.
Matta
Lubuchin Hubert von Meveringt
Tindaulusa
Budovisca
Endovisca

(In German)

UFA appears to be the first to bring out a filmization of Offenbach's bring out a filmization of Offenbach's opera, and the job thoroughly creditable. Too itable, perhaps, for the Teutonic circuit in 'the U. S. Pić would do better with English titles in the arty class of house where the patrons miss pratfall comedy and can stomach a dolorous ending. Potentialities for Hollywood remake also impress as being good.

wealth of clever

good wealth of clever situation material, a notably good background of music, that ith

femme customers.

femme customers.

Sole drawbacks are that anything less than A-1 acting would turn the whole thing into a shambles, and that the composition of the piece might seem a bit macalire, and that the first suddent of the piece might seem a bit macalire, the first suddent of the piece might seem a bit macalire, the first suddent su

FILM REVIEWS

Alla En El Rancho Grande

(There on the Great Eanch)

(With Songs)

(MEXICAN MADE)

(MEXICAN M

HEARTS IN RONDACE

TICANIS II	DUNDAGE
Republic release o	Nat Levine produc
Schubert, and Olive	Coment adented
Karl rown from ort	final by Wallage Man
Donald: musical sun	Cooper: adaptation Cooper: adaptation Sinul by Wallace Mac- ervision, Harry Grey
nusical setting. Hug	o Micsenfeld; camera
Ernest Miller and J	ack Murta. At Fox. 15. 36—double dill.
Brookly , week Ort.	15 "Hindouble dall
Running tho 772 m	ins. James Dunn
Kenneth	Jemes Dunn
onstance	Mae Clarke
Raymond	
Buchanan	Henry B. Wolthall
Erlesson	Frilz Lelier
'ommodore Jord:	George Irving
Secretary Welles	Irving Plehel
President Lincoln	Caple McClynn Se
Ekkleklop	Ben Alexander
aptain Gilma	Oscer Apre Ulay Clement dward Garcui
Worden	Play Clement
Melliers	dward Garent
12219.	Cleorge Hayer
Man Adam	Dauglas Wou
lefferson	
Bushnell	Srville Alderson
Monney	John Heune
Doddes	Etta McDanleh arner Elchnon- Lloyd Ingrahou
Thurkeenen	arner Hichmon
with the control of t	ingrahan

on sight. The dialog is dull most of the time.

Direction, by Errol Talgart, it is of as as the story is concerned many to develop the murder region of the start if san't much of san't may be murder region of the advantages, and show the advantages and start in the start of the start if san't much of same the murder grand why.

GLUECKSKINDER

GLUECKSKINDER

(Children of Ferture)

(Children of Ferture)

(WITE SONOS)

(W

HUMAN ADVENTURE

Wendell G. Schields release of production by Oriental Institute of University of Chi-cago. Directed by Charles Breatted. Stars and narration. Dr. James Henry Revealed hiotography, Reed N. Haythorne. At Plaza N. Y. week Oct. 17, 36, Running time To mins.

Archeological

expedition of the Oriental Institute expedition of the Oriental Institute of the University of leage into Egypt, Syria, Jerusalem, recee and Persia, become absorbing screen fare, despite the lack of story, love I terest and other elements. Adventure is travelog in nature but quite different from many in this category, Besides having educational appeal, I should prove of fair commercial value.

different from many in this category. Besides having educational appeal, it should prove of fair commercial value.

The expedition's program, covering a wide range of ground; is pre-taced by a brief but very well done talk by Dr. James Henry Breasted the provided of the provided of the carliest endeavors of mankind, at the same time exhibiting various handiwork of the ancients. From this address, the expedition begins' moving by plane into Egypt. The camera gets a good deal of footage from the air, including modern cill but with ruins the principal object there is little modical of the lim. Or achievement covered in the lim. Many ancient and interesting ruins are visited. Various excavations of the lim. Many ancient and interesting ruins are visited. Various excavations with discoveries and the care taken to preserve them, as well as the business of recording finds, photographing objects, making drawings, etc. brovides the major portion of the footage. It is ancient history in probably its most enlighten in and consagn, or cell in the narration is unusually well-done, his words be well chosen and the voice nicely recorded. With some excentions, when the negative is a bit dull, the photography of Ren'l N. Haythorne is commendable. Thuman Adventure was given two showings recently at Carmed Hall, its non-theatrical possibilities are good.

1	Columbia release of David Selmon pro-
. 7	duction. Starting Tim Mer'ov. Story.
Ц	Clouds Distance 6 of the stand of the stand
	Claude Blater: & reen play, Ford Beebe;
d	director, David Schoon; camera, Benjamin
1	Klines at Arma, N. Y., starting Oct. 19,
Н	'26 on dual hill Running thing 55 wifes
ď	
•	Delores Shella Mounors
	Contraction of Contract Contract Contract Contraction
	terming of the second sangle
	Willoughl Joseph Sauters Walton Alden Chese
'n	Dr. Hales
	Slares Private Walley Thousans
	Chat area
	Ortega Carlos De Vallez
	Rel Lurson Ernle Ad ims
4	Crocker Sleve Tlark
·	

FUGITIVE SHERIFF

(WITH SONGS)

Columbia production and reference Maynard; features Best Directed by Steneor Gordon Leminal Section 10 Section 12 Section 10 Section 12 Section 10 Section 12 Section 13 Sect

nolins.
Ken Marshall.
June Roberts.
Plance
Jonder Lucas
Louder Lucas
Lucas
Lucas
Adult
Roberts.
Adult
Roberts.
Wally
Wally
Wally
Wally

Ken Maynard waddles in this picture. He's hefty but he still manages his two gun mai ier with gusto and emerges the hero of law and order in one of the western outposts of American civilization. Typical for the double-uppers.

Maynard's heart interest is coy Beth Marion, in calico, His allies are guitar-bwanging and harmony-singing cowboys. Maynard is elected sheriff over the bandits' candidate but he gets framed for a crime he did not commit. Then, after jots of horse running, some shooting and copious physical combat stuff, Maynard wins out with the help of his fine horse, and the standard with the help of his fine horse.

out with the help of his his his arranged. The scenics are the usual mesa backgrounds and Maynard remembers to pull off a couple of neat riding stunts. Miss Marion coop a couple decoy as the heroine. Water Miller plays the familiar heavy, okar.

SOUTHERN ROSES (BRITISH MADE)

7 . 3	7	Lo	ndon.	1.
Géne	Fil	Distril	ndon, utora rel on. Stora	ease.
Capitol-	Grafton	producti	on. Stars	George
tobey:	features !	Nett. Ha	ilton. Gir	a Miclo.
Chill Re	ouchier.	Vera Pe	erce. Dire	ited by
rederic	Zelnik.	Story.	Ruffolf B	ernauer:
nusic, :	Johann	Straues.	· Hans : M	as. At
headil	y, Londo	n. Run	ning time,	70 minn.
Mr. Hig	gins		Georg	e lit bey
teggle	******		Nell 1	familton
Mary R	owland.		CI	no Mula
Cutrella	Estrello		Chill .	Bouchier
'arrie			Chili Vers Itichard	Pearce:
BHI HIG	gins		Itichard	Dolman
MTB. ILI	owkind	******	Athen	e Seyler
lenor Ic	utrello		A. Clari	te-Smith
MISH H	lorence		Sara	Allgnon
Don Ra	mon.		Leslie	Perrina :
Mr. Mo	untfor ;	******	Hal	Gordon
Parker			.Gus McN	laughton
	1			

Story totters along from the West Story totters along from the West End to Seal and points east, with cabaret, London theatre and country residence interiors, and is all about a hot-tempered naint king whas son is secretly weid to a Spanish dancer, involving a masquerade as the hoofer hy, a society sweetie. Between em they, kid the old boy around, sing a few tunceful, melodies and so on. Picture's one distinction is that of having heen the first production short t Korda's new Denham: perhaps that's why it is so unfinished and lacking in punch.

Werner SonGS)
Werner ber verene of Brons Pay imduction, Fentitree Dick Boran, Paulia Stone,
Directed by Note Smith, Sectembly by
Anthony Coldeway, milde and lyrica by
Anthony Coldeway, milde and lyrica by
Crait Color camera, Sidney Hickox and
Fed McCord, Ad-Sirand, Bilden, Week ColGreat Color camera, Sidney Hickox and
Fed McCord, Ad-Sirand, Bilden, Week ColIndia Lind
Low Grab, Bill, Running thus, 26
mildier, Bill, Bill, Sond
Curley, Thomas, Adallson Richards
Low Grab, Banda Lindon, Lindert Liseral
Curley, Thomas, Adallson Richards
Predferd Alaria Lindon, Lindert Liseral
Licula Dale, Bill, Fred - La wrong
Licula Dale, Bill, Fred - La wrong
Licula Dale, Bill, Linder Chile
Hayer, Barten, Linder Linder
Linger, Linder Chile
Linger, Linger, Linder Chile
Linger, Linger, Linger, Linger, Linger, Linger, Linger, Linger, Henry Office Study Holmer Cliff Service Miles





Football Musical Top Entertainment

Here's a pip football musical that entertains every foot of the way and that will continue on its rollicking course long after the football season is buried under the snows of winter. It has a laugh-providing comedy story punctuated by a dozen lively songs and it is presented with brisk and youthful spirit by a brilliant cast of young players that chalks up one hit after another. Mark it down for a boxoffice Lady Bountiful wherever it shows.

Hollywood Reporter



"Pigskin Parade" Excellent Football Film

The best football picture yet!
So may "Pigskin Parade," previewed last night at Grauman's Chinese Theater, be classified. It is a rich entertainment festival, and does not take the sports doings too seriously. The very novelty of the creation is, therefore, what appeals, and the film evinces the smartest showmanship. The film looks like a certain hit.

Los Angeles Times

Here is one of the entertainment touchdowns of the season which should chalk up heavy b.o. score for aggregation of production aides. They have put about everything in the bag into this hilarious, tuneful revue, set to football tempo for seasonal relish and exploitation. And how the boys and girls in the collection of names go to town with their rollicking and musicking and collation of antic nonsense!

Daily Variety

It's got the tunes tunes tunes
"It's Love I'm After" "You're Slightly Terrific" You Do

— and —
"The Balboa", the new
collegiate dance
sensation!

IT TOPS "THANKS A MILLION" AND "SING, BABY, SING"!



STUART ERWIN - JOHNNY DOWNS ARLINE JUDGE · BETTY GRABLE PATSY KELLY · JACK HALEY **YACHT CLUB BOYS - DIXIE DUNBAR ANTHONY MARTIN - JUDY GARLAND**

Directed by David Butler • Associate Producer Bogart Rogers

Screen play by Harry Tugend, Jack Yellen and William Conselman • Based on a story by Arthur Sheekman, Nat Perrin and Mark Kelly lyrics by Lew Pollack and Sidney D. Mitchell Music and lyrics of sonas sung by Yacht Club Boys—by Themselves



DARRYL F. ZANUCK

INQUIRY ON BRITISH QUOTA REVEALS MANY DIFFICULTIES, TRADE SECRETS

John Maxwell and Sam Eckman Explain Reasons for Quickie Productions-'Money Too Cheap'-Inside Dirt Worry

Skeletons in the cupboard of the -British motion picture industry were ruthlessly exposed in a second government report just issued, detailing submitted to

Moyne Committee currently probing the Quota situation and worki

Under the searchlight came John Maxwell (B. I. P.), together with Sam Eckman, Jr. (M-G), and J. C. Graham (Par), representing major American distributors, latter getting some roasting on suggestions they

some roasting on suggestions they had been holding the law in contempt and trying to bring British ictures into disrepute.

Committee is seeking to establish what machinery to put into operations when the present quota regulations expire in 1938, and has been taking evidence from all parties in the industry concerned with operating the laws. Recommendations have the industry concerned with operating the law Recommendations have tone in, too, from the Board of Trade, government department, with indications of a plan for co-ordinating motion pictures under one state-controlled organization covering censuship, ethical standards and altrade activities and developments.

Eighty-page document discloses examination of Maxwell, Eckman, Callarin and D. E. Gri iths, representing the Kinematograph Renters Society (distribs), whose evidence was preceded by mentioned the controlled of the control of the control

Britain could be proud of, they argited.

Maxwell's statement threw an luminating light on the structure of the industry as it operates here, and supports the K.R.S. complaint. He shows quota commitments of maior American distribs to be: Metro, 16; Warner-First Nat. 19; Columbia, 10; Paramount. 16; Radio, 17; Universal, 13; and 20th-Fox, 13 pictures a year. Shortage of man-power and experienced personnel, makes it impossible for big British producers to make films on so extended a scale, he argued, and for American distribs, arready concerned with marketing outputs of up to 50 pictures annually, the task is, impossible.

Reasons

He would welcome alteration of

the task is impossible.

Reasons
He would wistcome alteration of the Act to reduce the flood of British ictures for two reasons. Abundance cheap quickies was harmful to good British product, he feels, and an increased output would provide a glut on the market, which principal producers would feel seriously.

Early stages of cross-examinatin tested reasons why other American distri could not do as United Artists does, making ritish pictures an integral part of their program, but Maxwell explained that the structure of U.A. is so different from that of the others that it can introduce resh product from anywhere; it is not concerned with a heavy production in Hollywood financed by it. 1, is are other majors.

Eckman interroleted here the top to the profession of the profession o

ont concerned with a heavy production in Hollywood financed by it. 'I. is are other majors.

Eckman interpolated here that producers of good. British product are unwilling to release through firms like Metro, feating their films will be overshadowed by first-class American product. Eckman also confirmed Maxwell's views on shortage of manpower, and said that Metro is unwilling to go into prodduction here until it can do so on scale equal to its Hollywood activities.

Talent Beservol;

America, Maxwell emphasized, has reservoir of talent 10 times as big as Britain. Difficulty, he suggested, is illustrated in the experience of London Films which, through lack of man-power, made only three films list and two the year before. His own group, British International, found it impossible to make more than 14.

J. C. Graham supported Maxwell

found it impossione than 14.

J. C. Graham supported Maxwell according that, while distribs do

London, Oct. 11. not wish to spend more on quota the cupboard of the pleture industry were sed in a second goving tissed, detailing out of 250,000 a film. With such an output of a much better standard, spending up to \$250,000 a film. With such an other contend to make product they could see currently probing ition and worki of sample of the contend to make product they could be seen the cut of the contend to make product they could be contend to make product they could be seen the contend to make product came from anxiet with product, came from finance in the city and flooding the market with product, came from finance in the city and flooding the market with product, came from finance in the city and flooding the market with product, came from finance in the city and flooding the market with product, came from finance in the city and flooding the market with product, came from finance in the city and flooding the market with product, came from flooding the finance in the city and flooding the finance in the city and flooding the flooding the finance in the city and flooding the f

Maxwell, when asked if British production is working full stretch.

'Plethora of Money'
'It is full stretch now' he said, because, owing to the plethora of money in the city, we have had a great rush of people maki tures, mostly emigres from Germany and Austria, who are making pictures so rapidly that I have to mark time. At the present moment I have shut my studio for three months because there are so many pictures being made that I am not getting enough personnel.'

Result of producing in such a hurry, he added, was that pictures intended as features often came out as quickles.

Re-examined on the question of nance, Maxwell declared that foreign producers coming over here

eign producers coming over here had boosted production costs all round by forcing up prices ('I used to pay a cameraman \$60 a week; now I cannot get one under \$200-\$250.')

round by forcing up prices ('I used to pay a cameraman 860 a week; now I cannot get one under \$200-\$250.')

Inswrance Bankrolls

These foreign producers who camehere, went on got millions from insurance ammenies to chuck about, as they did chuck it about, to use it while it lasted, before the inevitable bankrupter. Native producers worked with tight belts because they intended to continue in busis and pay dividends, and suffered from such unreasonable competition.

Groups of underwriters are not lending money directly on pictures, he explained, but issuing guarantee policies to banks who give overdrafts. Bank takes a mortgage charge on the picture and collects its proceeds. When, in a year or two, the loss is ascertained, the underwriters pay the shortage to the bank. It is a regular thing for a man who wants to make a picture to form a \$500 company and get 8 from of rhsurance brokers to fix up a loan for him.

This piethora for cheap money, Maxwell felt, is having a bad effect on the picture industry, even the pennies of the working man are going indirectly into gambling on time.

Examiners raised many questions on the angle of the system causing, distribs to produce films that are worthless. Direct accusations were flung at Eckman of having deliberately used quickies to discredit British production in favor of American, but this the Metro chief fastly denied. It was the law which compelled such a large otage to be made, he said; and that made it impossible to acquire quality foolage.

Had he shown British pictures in his theatre (Empire) at times calculated to throw discredit on them? No.

ins meatre (Empre) at times calculated to throw discrectit on them. No.

Had British films been thrown into the early morning programs to comply with the law, and then pitched out the of the day? On one or two occasions only.

Eckman, pointed out that most good British films are controlled by companies with their own theatreshe and other American distribs had to meet the law by showing what they could get.

Who Would Benefit mostly if the percentage were reduced, man said, I think the entire industry would benefit. If a lesser number of better pictures were made, the public would have a greater respect for British films. Exhibs would be obliged to show less; the producer would have a more economic situation, with prices not forced to unreasonable heights.

Maxwell comitted that when the Films Act was framed, its sponsors never dreamed of quickies; it was a complete surprise. He did not think the quota was any longer needed, however. British production was well enough set to go right shead,

with money, studios, and developing

rsonnel. Evidence submitted by the Board of Trade Advisory Committee ur a quality clause for British pictu to be eligible for quota, as well to be eligible for quota, as well as a minimum cost clause—not less than \$10 a foot. G. R. Hall Caine, M.P., who sub-

mitted the case, also urged that all laws relating to the picture industry, including the Board of Censors (which the distribs themselves control) should be brought under government department.

Distribs Styme British Exhibs **On Anti-Building**

London.

Major distributors have effectively torpedoed the special committee es-tablished by Cinematograph Exhibitors Association to tackle excessive theatre building, by stipulations which, while admitting co-operation of the Kinematograph Renters Society in discussions, precludes mem-bers of that body from maki any definite steps toward practica

Main C.E.A. plan has been to i duce K.R.S. members to withhold product from situations declared to be redundant, thus effectively stop-ping up new promotions. Without this any campaign to arrest build-ing tendencies will get no place at all.

all. Distribs are not anxious to check the current trend toward bigger and better theatres, with greater box office potentialities than many of the houses they replace, which are mostly out-of-date stands built before or immediately after the world way.

war.

C.E.A. committee will continue to sit, but unless the K.R.S. changes its attitude, which is unlikely, it admits it might as well give

Britons In Hollywood

Hollywood, Oct. 20.

Metro is planning to cast the Earl of Warwick in every type of role except English. He's such an expert linguist that he's to be cast in foreign speaking, or foreign-accented parts.

eign speaking, or foreign-accented, parts.

Madeleine Carroll, with wo physicians attending her one day, showed up at 20th-Fox for work in 'Lloyd's' the day following.

Errol Flynn, will visit his copra plantation in New Guinea on his tri to the South Seas next month. The trees, which are eight years old now, will "ull-bearing in two more years, and he expects to settle down on the plantation at that time, never to return to film making.

E. Olive was granted special permission to drive his own car to the 'Maid of Salem' location at Santa Cruz, but was forbidden by the studio manager to drive home because he had to pass through Salimas, where violing flared in the lettuce stri

where rioting flared in the lettuce stri

Ian Hunter planning a visit to England next March and hopes to remain for the Coronation. His brother, Kenneth, has taken an apartment in Beverly Hills, and will make his home there indef.

Major Harris, working in 'Another Dawn,' is having a still icture which was taken of one of sets made into Christmas cards, which he'll send friends in England.

Charlie Austi, on a holiday trip around the world, stopped off to visit friends of the London stage, and was persuaded to play a role in 'Another Dawn'.

Rex Evans' mother is visiting him Rex Evans' mother is visiting him

'Another Dawn.'
Rex Evans' mother is visiting him from England.
Margot Grahams and Eric Blore among those at Jan Garber's lunch-

Americans In London

red Sanborn held over for an-other fortnight in Kurt Robitschek Victoria Palace show, making six weeks in all, with George Black al-lowing him to postpone his General Theatres' dates.

Theatres' dates.

There is talk of Hebe Daniels playing the title role in Prince Littler's Cinderella' pantomine at the Coliseum. If it does happen, it would be the first time an American has played this role.

played this role.

Rose Perfect has signed for an African tour and opens in February.

Mother Wyn Miller, of Wyn and Hurwyn, here from Australia, Mother and daughter have not seen each other in 10 years.

Dave Bader now represents Carl aemmle, Jr., here, as well as Bennie

Talk of Jack Waller putting out Three Men on a Horse on an eight weeks provincial tour, with some of the leads still in England to play their inal roles.

Rod la Rocque has
Edward G. Robinson met his wife
and son at Southampton and drove
them up town,

and son at Southampton and drove them up town.

Helen Jerome here to her two new plays, Limelight and adaptation of 'Jane Eyre."

Three offers from America for the new Whitley-Ritche-Riscoe, show, before it opened to produce it on Broadway when it finishes its run at the Savoy.

Broadway when it finishes its run at the Savoy.

Douglas Fairbanks buying picture rights of Gordon McDonell's novel, Jump for Glory!

Yacht Club Boys' opening at the Cafe de Paris had a Brown Derby atmosphere, Among those spotted were Sally O'Neil June Knight, June Clyde, Lupe Velez, Lou Holtz, Charli Farrell, Ricardo' Cortez, George E. Stone and Lew Lesile.

Jack Warner and Max Miller bein introduced to the audience athe Paramount during the run of Educated Evans, and former informed audience Miller is going to Hollywood hext summer to make a picture for Warners.

Eric Maschwitz, head of vaudeville department at the British Broadcasting. Corp., calling on Sophie Tucker to one value of the prevail upon her to do a broadcast.

broadcast.

Bebe Daniels and Ben Lyon may
go on the air for British Broadcasting Corp.

'Balalaika,' rewritten musical by

Balalaika, rewritten massaa sy Eric Maschwitz, formerly titled 'Gay Hussar', will be revived, with Lou Holtz and Charlotte Greenwood be-i ickered for leads:

SIR FULLER'S PIC CO. MAY NOT EVEN START

Sydney, Sept. Sir Ben Fuller has returned from Melbourne and left at once for Nev Zealand. Says that matters are no proceeding any too swiftly finan-cially with Atlanta Film Productions

proceeding any too swiftly financially with Atlanta Film Productions, Ltd., much to is disappointment. Sir Ben mentioned that he went into the company on the understanding that the amount of capital quired for production would be underwritten. This apparently could not be done and shares in the company have been on offer to the public. 'Unfortunately,' he adds, 'the public apparently not over-anxious to buy shares, and the possibility now is that the whole thing will fall to come into operation because of insufficient capital.' Sir Ben's statement comes as aurprise because it was anticipated that Atlanta would have no trouble in making the grade. Sir Ben has made several trips to Melbourne to confer with his associated on the situation and, even until his last visit, it, was generally thought that the company would go to flotation.

HARRY NOVAK IN

Harry M. Novak, general manager for Warners in the Argentine, ar-rived in New York Oct. 15 from Buenos Aires. First visit here in three years.

S. A. manager will remain for three weeks attending home office confabs.

BARNSTYN WITH GN

Jack Barnstyn is resigning as president and treasurer of British & Continental Trading Co. to join Grand National in charge of foreign Switch becomes effective Nov. 1.

CONTROL OF BIG REICH CHAIN TO PIC CO.

Berlin, Oct. 11.

General meeting of Syndikat (NDLS) has approved of the transfer of, the three-quarters of the shares of Bavaria-Munich. Syndikat holds about 250 concern-free icture theatres.

Transaction is regarded of extraordinary significance, both to film industry as well as a cultural force, for the changing over of stock of one of Germany's leading film companies to the hands of concern-free cinema proprietors implies farreaching structural change the entire industry here.

Besides the Syndi as owner of the association, Bavari has also now become a self-supplying organ of middle-class exhibitors, Since Bavaria also comprises production, studie ownership resulting

ing organ of medic-class exhibitors. Since Bavaria also comprises production, studi ownership, renting, export, copying works, newsreel and sound publishing, the exhibitors thus come into possession of an all-embracing film business undertaking for their own supply.

AUSSIE CENSOR SNIPS PIC FOR EXPORT ONLY

Local censor has nixed two scenes from Chauvel's "Uncivilized. One shows a girl swimming in the nude, and the other shows the strangling of a native. Pic may be screened i Australia as , but the two scenes must be deleted before the pic can be sent abroad.

Local censor has no power to ban a locally made once it has been given an okay by the Chief Secretary's department, but he can swing into action on export. Curious situation means that Australian censorate rake care of the morals of overseas nations, but not at home.

Charles Chauvel has lodged an appeal against the censor's decision.

TABU ON GERMAN-MADE FRENCH TALKERS IN N.Y.

Cinema de Paris, Filmarte and Cameo theatres in New York, all sure-seaters catering to foreign language film trade, have come to an agreement among them not to book or exhibit any films in French or, other languages which are versions financed by German film companies.

There have been a number of such films, especially in the French language, seeping into the U. S. of late, with the German tags carefully removed. Operators of the three houses involved figure their customers don't want to be kidded and have agreed to tip each other off on phoney tags, when and if they find out. Fifty-fifth St. Playhouse, N. Y., only other house using language films (outside of German and Spanish specializers) is not in on, the agreement.

Anzac Pix Start Well

Sydney, Sept.
Two local films, 'Flying Doctor' (National) and 'Uncivilized' (Chauvel), got away to a great bo. start i Sydney last week with 'Doctor' copping a gross of approximately \$11,000, 'Uncivilized' is doing equally well.

copping a gross of approximately \$11,000. Uncivilized is doing equally well.

With the big success of these two pix, it is anticipated that money will loosen up somewhat for further production work here. At there is rather a keen desire by business men to take a flyer into the pic game, but little coi Only the majors will continue to make ix for the home market.

When the public begins to regard locally-mades on the same plane as product from overseas, and not from the curiosity angle, then the b.o. will be the sole judge of the value of the locals. But, if the entertainment value is there, it is a cinch that the public will buy the locals just the same as American or English product.

NEW PAR BRIT. SITÈ

London, Oct.
Paramount has acquired ne theatre site in Bradford.
Planning on a \$1,500,000 cinema.

U.S. PIX STAY OUT OF ITALY

U. S. Agreement Set in Catalonia But Awaits H. O. Participation INTO LOCAL PROD.

Paris, Oct. 11. meetings held here Although Although meetings held here between representatives the American film industry and Jose-Naria Espinar, delegate of the Barcelona Cinema Syndicate, resulted in the signing of a two-page agreement concerning future distribution of American films in Cataloni little change in the status quo of present inactivity be expected the near future. near future.

near future.

Details agreement signed will not be made public, but Variery learns that one of its most important clauses covers the amount of percentages which distributors are to receive for their pictures, to be shown in Catalonia during the coming season. This is said to be a blanket fixed sum; with the amount which seah comment is to receive coming season. This is said to be a blanket fixed stim; with the amount which each company is to receive resting with the Syndical Committee of Cataloni in charge of cinema. Minimum which can be pald is stated to be well below that which Americans were reaping before the tommencement of hostilities.

Americans here are now consulting their home offices and producers in the United States to see if business can be continued in the state of the states of payment, but for the matter of money, he will have to appeal to Economic Committee of Catawhich controls the conomic of the entire Mediterranean province. Too, there are many complicated laws there concerning hours of work, wages, etc., which might conflict.

province. Too, there are many complicated laws there concerning hours of work, wages, etc., which might conflict.

Until more definite word can be received from America no more pictures are to be sent into Catalonia. Some companies are known to have ictures in the country ready for istribution, but efforts will be made not to release these until it can be seen what results are obtained under the new agreement with pictures now runni

Atthough it does not mention the political side of the question at all, it is realized that the success or complete failure of finy agreement depended entirely on the outcome of the civil war. Until it is definitely termine one way or another any agreement entered into runs the risk of being made void by a change in conditions in Spain.

Espinar has returned to Barcelona of the American representatives in Spain who sat in on the talks. William Morgan (UA), is the only American who has returned to his post in Barcelona. Others prefer to sit around Paris for the time being.

GOV'T ENDS CZECH STUDIO MONOPOLY

rague, Oct. 20.

In the last all Czechoslovakian pictures have been produced in the Barvandow-Studios
near which have the facilities for making three films simultaneously. Now the government has
ended the monopoly of AB Films,
owners of these studios, and, with
federal subsi two more studios,
Host-studios Hostivar and Foiastudios In Radlice, both near Praguhave been built to be opened within the next month.

AB Films is expected to lower its
rental rates, prevent independent
producers from running to the new
studios.

Amalgamated's 10%

Sydney, Sept. 29.

Net profit of \$19.735 was turned in Greater Union, for the year. Dividends have been maintained at 10% preference shares (less Federal tax), and 14% inaries. Appropriations will require \$16.265, with the sum brought forward amounting to \$148.70

Roncoroni - Remember?

Italy's sudden toughness ver Italy's sudden toughness versus American films a bit strange to film biz in view of recent Italian attempts to get a break-in and via Hollywood. Immediately after Walter Wanger, a few months ago, made film production down there, carlos Roncoroni, so-called Italian film 'czar', came to Hollywood and talked much rbout friendship between two countries.

He returned only a couple weeks ago, with trouble start-almost immediately

WOOLF ADDS 20 CINEMAS

Acquisition of a small chain of 20 theatres in Wales and the west of England materially strengthens the circuit C. M. Woolf is developing as an outlet for his Universal and General Films product.

eral Films product.

Figure of \$2,500,000 is said to be involved in the deal, which gives control to G.C.F. Cor, parent company of General Films, and offer has been approved in principle by the board of the operating company, subject to approval by the auditors.

Theatres involved are in Swan-sea, Bristol, Bath, Gloucester and other western towns, including other western towns, including Plaza, Swansea, 3,000 seater and or of the finest houses in Wales.

HUTCHINSON DENIES 20TH PROD. IN SYDNEY

As regards the possi 20th-Fox maki Australia Walter Hutchinson. igr

watter Hutchinson; ign chief, now here on a visit, states definitely that his company has quite enough to take care of in Hollywood and England without breaking into the Australian field, even on the nuota angle quota angle.

Perhaps at some later date 20th may consi the idea, he says, but only when a man is found who can only when a main is doubt who can make pix locally to return profit to the producers. At the present time the i is considered too cost-ly, and Fox is interested mainly in Australi with the distribution of pix.

Hutchinson has been here two weeks and is delving at the present time into the Hoyts activities after a session with Fox. Following com-pletion of his Australian trip, Hutch-inson ill return home via the Far East.

Court Officials Sit In On Pic Coronation Plans

Representatives of newsreel together with the President the Cinematograph Exhi itors Association, visited the royal residence at Buckingham Palace to discuss with court officials plans for filming the

tax), and 14% inaries. Appropriations will require \$16.265, with the sum brought forward amounting to \$148,7'0.

Reported that no dividend was received by this unit from i interest of \$811,870 in Greater Union, coyering the financial year just completed.

Freezing' of 75% Revenue Within the Country Is Back of New Ruling Americans Only Permitted to Take Out 25%

OFFICIAL U.S. PROTEST

No American pix are now going into Italy and none will go there in the near future. This is the answer of American filmers to new laws laid down by Mussolini regards film distribution in Italy. U. S. distribs working in unison on the mater and all insisting they will stick to their all-for-one attitude on the matter, come what may.

Very little talk has seeped from Italy directly on the matter, come what may.

Very little talk has seeped from private reports of the various U. S. companies to London and Paris (and thence to home offices in New York at that the trouble was revealed. Via the Hays office in New York astrong plea was quietly sent to

strong plea was quietly sent to Washington with the U. S. Depart-ment of Commerce issuing a strongly termed protest directly to the Duce:

ment of Commerce issuing a strongly termed protest directly to the Duca. Governmental decision in Italy is that American film compani may take out of Italy only 25% of their own money, leaving 75% theer. This 75% must be left completely frozen or used only in such manner as is okayed by the government. Meaning that before they can use any of their own money for purchase of bonds or other materials, which may be turned into cash outside the Italian borders, the U. S. filmers must get government permission on each dollar. It is figured that this practically amounts to forcing U. S. filmers to go into production here, which is what the Italians are aiming at and which the Americans are trying to avoid.

None of the American companies has managed to get accurate reports on the decisions, since there has been nothing published, even by the Italian government, and details have never been made public. It is a matter, understood of Italy turning tight the screws without explanation.

turning tight the screws without explanation.

Paris Hears of It, Toe
Paris, Oct. 11.

Italian market is a 'dead one for American films in the future, unless changes are made in the existing regulations.

This is the information gained from an excellent Paris source in a position to know and understand the almost unsurmountable handicaps and difficulties faci Americans who have been doing business in Fascist Italy.

Besides the marked gainst intrary ruling now being enforced, the share of the receipts collected by the Yanks must not only be left in the country but must be expended in ways dictated by the government.

Under the present regulations, the Fascist Federation introlli the import of films ill rant no visas unless the company wishing to distribute films in Italy first signs an agreement saying no money received theretrom will be taken out and that it will be deposited and used 'in a manner agreeable' to Italian government.

As far as the money remaining in the country is concerned, the situation is exactly as in Nazi Germany, but in Germany American concerns can use the money as they wish within the country. Not so in Italy.

Despite repeated requests on the part of importing companies and exhibitors, no written law to this effect has ever been published, the decision being arbitrary ruling of the board in control of film imports. This stalemates the

WON'T BE FORCED Production Cost Rise Has Berlin Worried: \$200.000 Pix Average Now

Says Duce Jr.

Rome, Oct.

American film industry should form a model for Italy's new infant film industry, according to an article written by Vittorio Mussoli i, the Duce's son. In the article Mussoli Jr., stresses the fact that American includes a service of the service of

stresses the tact that American, pictures are characterized by youth, vitality, optimism and exuberance,—all of which, it seems, are virtues that Fascism sets on a pedestal.

BRITISH PIX OWN ACADEMY

British producers have gotten to-gether to form an organization here like the Academy in Hollywood and which looks to have much the same purpose as the American in-stitution.

stitution.

New body, called the British Institute of Cinematography, has drawn up rules and regulations with a view to making annual gold medal awards for best flitsh efforts, with one for the best film, others for direction, acting, photographing, record ; art direction, editing, etc.

Selection favored candidates will be surrounded by all the familiar secreey common to these events, with an annual banquet when awards will be annunced and conferred. First of these will happen next March. ferred. Firs

next March.

Founder governors cover all major
British producers, including Irving
Asher, Michael
field, Paul Czi
Junior Fairbanks, Julius Hagen,
Leslie Howard, Bob Kane, Alexander Korda, Walter Mycroft, Erich
Pommer, Joe Rock, Victor SavilleMax Schach, Sam Smith, Paul Soskin, Herbert, Wilcox and Ludovico
Toeplitz.

Melniker's Farewell

Rio de , Oct.
All Brazil gen. mgrs, of American
film companies and two S. A. gen.
mgrs. John Day (Par) and Ben
Camimack (RKO), are giving a farewell luncheon today (8) for William Melniker, new MGM international theatre mgr. at Rio's swanky
Jockey Club. Rio de

Mr. and Mrs. Melni , who is a w.k. Brazilian songstress, leave many warm friends here. Melniker was local MG boss for a number of

take 25% of the money earned in Italy out of the country, remainder to be put into Italian picture production. This was agreeable to someompanies, but not to all. Now, Italy is practically 'commandeering' the money, which has caused the Americans to cease sending films into the country, for none of them are willing to sign away their receipts for a visa. Situation is, so had that it, is feared the entire winter season will be killed. he killed

be killed.

European managers have advised
thei home offices of the desperate
situation and asked for advice, but,
until some new ruling can be obtained, no new pictures will be sent
to Yalv to Italy.

can use the money as they wish within the country. Not so in Italy.

Despite repeated requests on the part of importing companies and exhibitors, no written law to this effect has ever been published, the decision being arbitrary ruling of the board in control of film imports. This stalemates the the Yanks what to At first Americans were allowed to language outside of Italian.

spite all the ig fanfare about the ever-increasing number of picture house visitors, the Ger-man film industry is crying the spite about the of picture blues.

plues.

Production cost is rising steadily.

Against an approximate \$150,000 Production cost is rising steadily. Against: an approximate \$150,000 three years ago, pictures now cost \$180,000 to \$200,000 per. Worst feature, of course, is the still dwindling export trade, and it is now asserted by authorities that, with the additional 25% renting expenses, production cost is so high as to make it almost impossible for both ends to meet.

duction cost is so high as to make it, almost impossible for both ends to meet.

Effort to cope with American pictures has forced the German industry to spend money. Salaries to star actors are tremendous and, in, unmerous cases, are ridiculous when it comes to the allegedly drawing power of artificially, bred 'names. Moreover, an increase of 80% in use of studios compared the period before 1933 stands as a fact, due to the many new producers in the German film market and their different methods of shooting, Outdoor shooting, always a problematical thing here, waiting for the right kind of weather and other particulars, has proved another expensive item. UPA, whose stock is down again to around 60, is standing the best chance, due to its big chain of houses and its system of discovering new talent and thereby being independent of names. UFA has closed longrun contracts with several new faces who promise going places, while other firms still hang on to the 'celebs,' many or wnom disappoint badly at the bo.

HAGUE NOT WORRIED OVER DEVALUATION

The Hague, Oct. 9.

The Hague, Oct. 9.
Devaluation of Dutch currency is not expected to adversely affect the tares here. Distribs, however, liable to surfer some losses because of umpaid drafts payable in dollars, pounds or marks.

Present season's lineup of films haalready been contracted, which means payment: in guilders, makin the theatre safe. Same interests also state that failure of the distribs to lower rentals when the U. S. and England went off the gold standarmakes it impossible for them to raise them now, when they are on the short end. Admish would have to braised if rentals were upped, and the short end. Admish would have to braised if rentals were upped, and the short end. Admish would have to braised if rentals were upped, and the short end. Admish would have to braised if rentals were upped, and the short end. Admish would have to braised if rentals were upped, and the short end. Admish would have to braised if rentals were upped, and the short end. Admish would have to braised if rentals were upped, and the short end of the present of the present of the present of the the present valid from the films of the present rate of exchange exists i 1937. Amounts payable in guilder, will remain unaltered for exhibs, though the coin of the Netherlam has been lessened in yalue by 20°.

Dovle Studying Up

Sydney, Sept.

Stuart F. Doyle is working har to get a gri on the ple situation he since his recent trip abroad.

Board meetings have taken vmost of his time covering the finacial setup ready to back Great Union Theatres from abroad and I cally. Doyle is anxious to secure bigger grip on the nabe centres a is devoting a lot of time to the pot tion as it stands, at present. It wor not come as a surprise were G.U to plunge into theatre erection the nabe and country centres at early date.

Right naw the G.U.T. board is co sidering the best way to overcor the strong position of Hoyts out town. Doyle is keen to secure many theatres as possible.



BROADCAST OF 1937" IS

BOX-OFFICE OF 1936



PARAMOUNT HAS TURNED OUT A MONEY-MAKER THAT TOPS 'EM ALL... Look At The Figures!!!

Michigan Theatre, Detroit... Doubles record "Rhythm on the Range" business.

Paramount Theatre, Los Angeles...

Doubles house average.

Paramount Theatre, Toledo . . . Two and a half times "Trail of the Lone-some Pine" business

Paramount Theatre, Boston...Doubles house average.

Paramount Theatre, Springfield . . . Triples house average.

Paramount Theatre, New Haven . . . Doubles house average.

Allyn Theatre, Hartford ... Doubles week's average in four days.

Florida Theatre, Jacksonville ... Beats record grossers.

Majestic Theatre, Houston... Doubles house average.

Mainstreet Theatre, Kansas City... Doubles "Big Broadcast of 1936".

Malco Theatre, Memphis...Doubles week's average in two days.

Stanley Theatre, Philadelphia . . . In four days beats week's run "Big Broadcast of '36".

State Theatre, Cleveland...Fifty per cent above "Big Broadcast of 1936".

Palace Theatre, Akron . . . Sixty per cent over house average.

Palace Theatre, Youngstown...Sixty per cent over house average.

Palace Theatre, Cincinnati... Three days' business equals seven days' business "Big Broadcast of 1936".

IT PAYS TO PLAY A PARAMOUNT PICTURE

TRAILIN' WEST

TRAILIN' WEST

(Continued from page 17)
Coldeway contributed. The eventual windup is very apparent from the heginning but carries sufficient sockto satiate the cowboy fans.

Paula Stone as the dancehall girl looks nice, is gaining poise before the camera, and appears on the build-up. Dick Foran carries off his featured role nicely, doing especially well with two songs, neither of which is outstanding, though. For a secret service man turned cowboy, however, he has too many changes of elaborate costumes.

Gordon Elliott, Addison Richards and Henry Otho handle the heavy roles capably, while Eddie Shubert does en olday job as Foran's stoogen almost believable copy of Abraham Lincoln.

General production job by Bryan.

Lincoln.

General production job by Bryan
Foy adequate, with the same going
for Noel Smith's direction and the
cameraing by Sid Hickex and Ted
McCord.

Scho.

BIROBIDJIAN

('The Greater Promise') (RUSSIAN MADE) (WITH SONGS)

Amkino release of Belg	oskino production
Features V. L. Zuskin, M.	I. M. Blumenthol-
Tamarina. Director, V.	
sic, I. Dunalevsky, A	
week Oct. 6, '30. Runnin	g time. 84 mins.
DvolraM. M. Blu	menthal-Temarina
Pinya	V. L. Zuskin
Rosa	I. A. Schmidt
Basya	I. M Talle.
Leya	K Valvano
Natan	A M Korey
Kornel	S W Varou
Kornel's Father	. Zhukovsky
Shlema	Bi-Brodsky

(In Russian, with English Titles)
This picture, which deals with the development of Birobidjian, a Soviet province, is artistically meritorious, but cold emotionally. It is a propanda film which makes a deliberate appeal to race and to class, and Jews, whom this film would indicate the Soviet is befriending, may object to it.

Soviet is befriending, may object to it. The picture weaves a double romance in chilled sentimentality, and its dash of tragedy is adulterated by the hall of propaganda which surrounds the plot. The propaganda which surrounds the plot of propaganda which surrounds the plot of propaganda which surrounds the plot of propaganda which surrounds the propaganda which surrounds

farming, mi ing and the trades. This illm presumably argues for that purpose.

Obviously the film, on behalf of the Soviet, is inviting. Jews outside of fussia to settle and develop the wild Birobidian country, which in case of war with Japan could become among Russia's first lines of defense.

Scant parts of Birobidian are to be viewed in this film, although bits of countryside are cameraed well enough. Scenies which are shown are okay. The method of co-operative operations are not shown. Nothing of the undeveloped side of Birobidian is shown which could tip off the country of the co

help.

Zuskin is an 'honorary artist of the
Republic,' and dates that honor for
what it may mean. He is careful and
studied in his work.
Good cast as a whole. M. M. Blumenthal-Tamarina is natural and
dignified in her role as Rosa's mother.
Hers is a commendable performance.

Shan.

TROUBLE AHEAD

(Falling in Love')
(BRITISH MADE)
(BRITISH MADE)
(WITH SONGS)
Atlantic 'viense of Pathe production.
Features Charles Furrell, Margot Grahame,
Gregory Ratoff. Directed by Mosty Banis,
Story by E. Baird, Lee Leeb and A. M.
Xurm; screen play by Fred Thompson,
Prices and music by Carroll, Gibbons', camprices and music by Carroll, Gibbons', camprices and music by Carroll, Gibbons', camgranting Sept. 19, '38. Running '11 formins,

mins.	
Howard Elliot	Charles Farrell
Ann Brent	Mary Lawson
Oscar Marks	Gregory Ratoff
Cuni ing	H. F. Maltby
Winnie	Diana Napler
Mother.	.Catherine Neabitt
Dick Turner	Pat Aheame
June Desmond	Margot Grahame
Gertie	Sally Stewart

gent trimming, this might have gone beyond the dualers.

Trouble Ahead Falling in Love, as it was originally titled in England, shows Farrell as a popular U. S. screen fave, making his debut in an English film production. Usual arguments as to contract, the contest to pick a leading lady, and the obstreperous manager of the contest to pick a leading lady, and the obstreperous manager of the contest to pick a leading lady, and the obstreperous manager of the contest to pick a leading lady, and the obstreperous manager of the more contest of the contest of the well-known recipe. For the well-known recipe a product of the contest o

ace studio director.

Probably will do on double-feature setups, though the length is against it.

Wear.

HAVI 200 FIX ('Two Hundred Month') (HUNGARIAN MADE) Bullapest, Oct.

Mozgokepipari production. Irectad by Bela Balogh. Scenario Laszlo Vadnay; music Alexander Rozenval. Cast: Erzsi Barsony, Magda Fulop, Theo-dore Uray, Paul Javor. Antal Pager. Bela Salamo. At Decsi, Artum and Kamara At Decsi. Artum and Kamara

(In Hungarian)

(In Hungarian)

Nothing very new or original in this bright comedy, but it is full of amusing situations, clever lines, and excellently cast, particularly as far as the males are concerned. Antal Pager, more than anyone else, is responsible for the quite exceptional box-office success of this all-Hungarian production locally. He has a certain easy gaminerie that is reminiscent of Chevalier and which accounts for his growing local popularity.

reminiscent of Chevalier and which accounts for his growing local popularity. Plot revolves around an engaged couple that can't get married before the boy gets a job. Accidentally, he happens to insult the very man who is about to give him one—so he can't keep his appointment with the great executive, who wouldn't give him the job anyway. Instead, he sense a substitute to interview the sense a substitute to interview the sense as substitute to interview the first while he does the work in the office. Complications resulting from this substitution, concern the bride also. Laughs are frequent Jacobi.

LETZTE ROSE

('Last Rose') (GERMAN MADE) (WITH SONGS)

(WITH SONGS)
Lloyd-Film production. Features Heige
Rosewaense, Carla Spietter, Fritz Kamper
ara, Grate Wesler, Directed by Kat's AnFriedrich von Flolow; music by Clemens,
Schmislich At the Sight St. Casino,
Schmislich At the Sight St. Casino,
Komislich At the Sight St. Casino,
Komislich Wester St. Casino,
Hanna Raigh
Lord Tristan. Georg Alexander
Lumkett. Fritz Kamper
Harriet. Carla Shietter
Limkett. Fritz Kamper
Harriet. Lenn Haustel
Lenn Haustel
Der, Paul Rohkopi

Gregory Ratoff. Directed by Monty Banks.

Str., by E. Baird. Lee & Feb. Thompson, bear one wonder why the English locale at all.

Story is cut though old, with the Queen of England's favorite lady-in-waiting falling in love with a pendocate Maries.

Oregory Ratoff Common Producers and a lord. It's pepped up by the strange Mother.

Diana Napie.

Diana Napie.

Diana Napie.

Diana Napie.

This light romantic comedy will not heighten Charles Farrell's popularity. Story has' too many Cinderella trimmings at the outset to hold interest. Hollywood producers tried doing the same sugary type of yarnwith Farrell- not long ago with sad results. This English effort is equally flat in attempting to show Farrell, the comeback paths.

Despite the slim, easily recognized Story, Monty Meriks has done a commendable job knitting together uninteresting developments. He is aided by severas topflight performances, the dialog and more intelli
With a little more care on the dialog and more intelli
minutes.

Despite the slim, easily recognized in most German-made films, the direction has that heavy Teutonic (Maries) and the first 40 minutes.

Despite the slim, easily recognized for some production is paid to the production and the prod

VARAN POJKE

('Our Boy')
(SWEDISH MADE)
(WITH SONGS)
Scandinardan Talking Pictures production and release. Peatures Edvard Berson, Director of the Control of the Control

Secret of Stamboul (BRITISH MADE)

(BRITISH MADE)

London, Oct. 7.

General Fii Distributors relayse of Universal-Walnwright production, Stars Valeria Hobson, Frank Vosper; Gautiers Kay-Palish Hobson, Frank Vosper; Gautiers Kay-Palish Wandrew Morton, Story, Donnis Wheatley, George A. Hill. At Piccalilly theatre, Oct. 6, '38, Running time, 98 mins.

Prince Coult Hamage Prince Coult Hamage Prince Coult Hamage Head of the Coult Hamage Head Coult Hamage Head Coult Hamage Head Hamage Head Coult Hamage Head Hamage Hamage

Ein Liebesroman Im Hause Habsburg

orino Film, r	MAN M	ADE)	(2.73
asino Film, r	clease of	Dr. WI	m - Wolff
production. Fea	tures Ko	rl Ludw	k Diehi,
Grett Theimer a	nd: Paul	. oerbig	or. Di-
rected by Strauss, At	Wol	Music,	Johann
Strauss. At	N.	Sept.	1-1. 130.
Running time.	.71	2 2	1 .1
Franz Joseph I.			Paul Otto
Kronprinz Rudoit	A 10 Percent	Páu	Highter
Johann Salvator.			
Johann Barracor	(oonann	arl Tauly	vig Dichi
Zar Alexander II		25-14	" Allegati
Fuerts Rostowks		Eryt	Marana
Puerts Rostowss	******	Hui	west-ner
Fuerstin Olga Re			
Graf Manafeld		Itar	ry Harat
Graf Neuborn		Anton	Pointner
Milly Stubel		Gretl	Thelmer
Frau Ziese		.Senta	locnéjan4
Lonik		. L'oul l	Icerbiger
Lolla		Olly	Cabaner
Der Ober Franz.		Hu	go Flink
Der Pikkolo	Guell St	irk Gstet	tenbouer

(In German)
This is a moderately good Deutch left 'corduction. It's another of those celluloid accountings of an historical

event. in Austrian politics, with plenty of military uniforms, German waltzes motivated by Johann Strauss' music, and the intrigue familiar to the Balkans. Last item furnishes most of the action. Item furnishes most of the action. Item furnishes were sent to the sent to

THE FLYING DOCTOR

THE FLYING DOCTOR

(AUSTRALIAN MADE)

(AUSTRALIAN M

Gladys George

(Continued from page 1)

(Continued from page 1)
ired Blair and passage of words led
to Blair calling Linz names.
Linz land 4 on the button and left
immediately to tell Karl Hoblitzelle.
Interstate prexy, of whole affair.
Three expo guards were necessary
to eject the rating Blair of Paramount from club. Later, on way to
took at Cavaleade, the party to
tagged by lair wanting again to
handshake with Miss George. This
later led to a second socko from
Lieut: Charles Rader, hefty police
escort for all visiting celebs at fair.
Practically everybody, including
Blair, called Hollywood and talked
to everybody up to Zukor. When
Blair talked to C. J. Dunphy at the
studio he was called back to Coast.
Insurance man Linz acted as m. c.
at premiere i Palace Wednesday
uight according to schedule, Blair
planed toward Coast shortly after
Cliff Lewis had in tow Leonard Penn,
Miss Goorge's husband. The three
left Thursday morning for Memphis
to continue her-personal appearance
lour.

STUDENT ROMANCE

(WITH SONGS) (BRITISH MADE)

(BRITISH MADE)

British International production and lease Stars Gret Nataler. Peatures Patric Knowles, Carol Goodner, Mackenske Ward, Directed by Orlo Kanturek. Adapted from opjerting, I Loss, My Heart in Heidelberg, Watson. Music and byrics, Hans May, Cliffred Grey. Camera, Bryan Langley. At the 55th St. Playhouse. N. Y., week Oct. At the 55th St. Playhouse. N. Y., week Oct. At the Start St. Playhouse. N. Y., week Oct. At the Start St. Playhouse. N. Y., week Oct. At the Start St. Playhouse. N. Y., week Oct. At the Start St. Playhouse. N. Y., week Oct. At the Start St. Playhouse. N. Carels Watson. g time, 73 mins. Gree Natzler
Patric Knowles
W H. Berry
Carol Goodner
Mackenzie Ward

Karl's Uncie.

Korna Vanden

Roma Vogril combos that subsequently seem pretty amateurish. On

the screen the good song isn't too

wen recorded, while the camera and

rome boy gril combos that subsequently seem pretty amateurish. On

the screen the good song isn't too

wen recorded, while the camera and

roma Vanden

IT'S YOU I WANT

Landau to Coast

London, Oct. 11.

Leslie Landau, producer here for Lessie Landau, producer here for Fox-British, is on his way west to connect with Bill Goetz at the 20th Century-Fox studios in Hollywood. His wi Effic Atherton, is stringing along, and has a 13-week radio contract to fulfill in the States.



"Whichever one o' yew boys cuts th' most wood today kin go see the Mae West picher tonight."

MAE WEST in "Go West Young Man" with WARREN WILLIAM, RANDOLPH SCOTT, ALICEBRADY, Elizabeth Patterson, LyleTalbot, Isabel Jewell, Margaret Perry Directed by HENRY HATHAWAY. Dislinguis by Mae West. An EMANUEL COHEN Production. A Paramount Ficture



EXPLOITATION -:- By Epes W. Sargent

Gets a Block Front

Winnipeg.
Manager Frank Willis of the Metpolitan shifted into high and went
at for 'Swingtime' on the exploitaon stunts.

Manager Frank Willis of the Metropolitan shifted into high and went out for Swingtime' on the exploitation stunts.

Outstanding is the tie-up he has effected with the large departmentary of the state of the control o

Traveling News

Traveling News

Taking advantage of the prevalence of newscasters, a small fown house is sending out a sound truck wired for conversation as well as phonograph records. Truck makes 10-minute pitches at important downtown points, with a spieler to broadcast late news in between comments on the current pictures, with a phonograph record of a hit song if the attraction is musical. Only about 25% of the cast relates to the picture, and the newspaper credited with the cooperation makes an effort to keep the bulletin right up to date in the event of a special break, a messenger a definite route.

Breaks are largely local news, and in one instance gave a listener-in the first intimation that his home was on fire; something the newspaper played up to the limit.

Truck is held around the busiest downtown section during the lunch

up to the limit.

Truck is held around the busiest downtown section during the lunch hour, but in the morning and midafternoon runs through the more downtown section during the lunch hour, but in the morning and midafternoon runs through the more residential section, giving frequent five-minute pitches. Comes back downtown for sporting results and, in the event of an important (locally) football or other game, it parks at the newspaper office and works from an extension phone to the news room. During the recent world series the street was packed and the scores came through more quickly than they could be marked on the score board.

Manager has had a number of ofters for the truck for campaign purposes, but that's out, this patrons are from both puriles, and he does not crave their ill will.

Figured the truck gets at least did the attention of one merely using records, and the gag stays fresh.

For Old Timers

Sweethearts' party was ranged as a bally here for the opening of 'Swing Time' at the Stuart. Stunt crashed front pages on a co-op working with the newspapers and lasted for three days, a great break in this town. Stunt allows all reading and to top it all off Lashley even had mothers of school children selling the ducats. Managethe old couples in town who have celebrated their golden wedding orar e eligible to celebrate it, to come to the show free. Move is made with co-oping all around between a motor car agency for transportation (Packard in this case), the Lincoln hotel for lunch and refreshments, and the theatre for the show. Local page of the property of the show free. The show the

Co-op Drive

Salt Lake City.

Co-op Drive

Salt Lake City,
Intermountain Theatres, Inc., owners and operators of 23 houses in Utah, Idaho and Montana, Tuesday (13) announced opening of "Greatest Show Season."

Harry David, general manager of chain at Salt Lake got out an eightpage slip-in, distributed by Deseret News, evening sheet. Slip-in contained schedule of new fall and winter pictures for each of the houses. Add. solicited by paper's business. Add. bus

Store Hook

Store Hook

Gag that is working to the advantage of both a theatre and a store is founded upon the old idea of arbitrary awards of ticket prizes. One on town is that our antagouernist, who it situated on one of the local four corners. He gives half the window of whatever displays the theatre desires to make and devotes the remainder to advertising for his own wares. Deal has passed the original three months trial and promises to be permanent.

Kicker is the fact that the cigar

Kicker is the fact that the cigar man issues numbered coupons for every two-bit sale. If buy exceeds 50c. two coupons are issued, and so n. Record is made of the first and last number for each week, and the theatre posts five numbers in the lobby each Monday selected from the previous week's numbers. Winners are not drawn, but arbitrarily selected to escape the lottery angle. Rolders of those coupons may obtain a pair of tickets on presentation of the slips.

slips.

Necessary to go to the theatre to see the listing and plenty of sale argument put into the lobby display to influence those who do not win. Winners are not displayed elsewhere and the sale of the sale o

cated.
For only 10 admissions the house gets the best window in town and also draws several hundred possible ticket buyers to the house. The store gets a window display that helps sell goods, and also feels the issue of coupons influences some trade, so everybody's happy.

Sold the P-T-A

Lets Them Do It

Exhibitor in a medium-sized town got plenty of headaches listening to various women's clubs tell him what he should show. He knows that his regular clientele will not buy enough regular clientele will not pay the tickets to make the big films pay. He can make more coin with a G-mar film than with 'Anthony Adverse, rentals being considered and he is not sufficiently interested in the up-lift idea to soak the house with a loss

Last spring he put it squarely up to the committee women. He would supply the film if they would supply the film if they would spll a sufficient number of tickets to cover the rental, he would bring the picture in and give them 10% of the take for the club treasuries after expenses. He would take a chance on getting the rest of the money in. They took him up on one picture, filled the house and netted a few dollars for each of the clubs. It worked so well that they are going to repeat this year on a number of the big films. Last spring he put it squarely up

lars for each of the clubs. It worked so well that they are going to repeat this year on a number of the big films.

Tickets are printed to cover the full cost of the rental, and these are turned over to the club members for sale. One of the clubs maintains a wind the headquarters for the tickets to the public, no tickets being sold at the theatre until the day of performance. The women bring their united influence to bear not only on the local papers but in some of the smaller feeder towns, with tickets being sold in these towns. They drive on their own members, on the schools, the churches and the business clubs, such as Rotary. A week before the showing all tickets are accounted for three or four of the more affluent members standing ready to underwrite any small deficit and being the standing the standing the standing the sale, it looks as though the house the sire sale, it looks as though the house stands to got a break on general sales sufficient to cover the cost of the shorts and the house expenses. Manager-figures that if he breaks even he's ahead on good will and, additionally, figures that if the breaks even he's ahead on good will and, additionally, figures that if the yepend their energy putting over the big films they'll spend less time yelling about the run of mill product.

Pioneering Bobby

Pioneering Bobby

Rio de Janeiro.

Nat Liebeskind, RKO gen, mgr.
for Brazil, campaigning to popularize new child star, Bobby Breen.
Shirley Temple has been tops here for sometime, as evidenced by youngsters' addition to Shirley Temple frocks, curls and dolls.

In advance of Bobby Breen's first bow to Brazil in Let's Sing Again, scheduled for Oct. 26 at the Odeon, RKO hopes to make customers Breen-conscious with a Brazilian nickname. Contest was launched this week in collaboration with O Jornal and Diario. Da Note, two of Rio's leading newspapers, and Radio Tupi, calling for a Portuguese nickname for Bobby best suited his personality.

for Bobby best suited nis per-sonality. Prize is one conto (about \$50). Opening week young customers will receive give-awy balloons and air-planes and those under age 16 whose birthdey falls on the same date as Bobby's, admission free.

That Billy Rose Gag

A Grand Rapids, Mich., theatre has used the Jumbo gag to aid that town's Community Chest drive, but hasn't any takers as yet. However, house is getting gobs of publicity—for nothing.

Theatre is offering to show a new ficker, with whole house reserved for just two people, provided one of the two donates \$500 to Community Chest. Besides the donor munity Chest. Besides the donor munity Chest. Besides the donor and his guest, only theatre employees will be admitted.

Arrangement would be honey for most young ellows to have en entire theatre. However, and the complexity of the complexity of the contract of the contract

Free for All

Milwaukee.

Milwaukee.
Wisconsin Amusements, through
Hank Tollette in charge of nabes,
pulled nifty tie up with local bakery which filled five houses Saturday morning.
Bakery advertised free tickets to
either of the five houses by merely
asking man on route for same. No
strings were attached. Shows teatured major full length picture and
selected shorts and was paid for by
bakery. Bakery got advertising
galore from stunt.

Home Grown

Home Grown

In a town with six grade schools, a theatre has found an amateur attraction that is packing them in better than would a Bowes unit. Schools have the somewhat outmoded gag of Friday afternoon 'speaking,' supposed to give the budding youth a stage presence. Theatre has arranged for the best act from each session to Wednesday evening, between showings of the main feature, the second title on the dual being dropped, with nobody kicking.

Audience applause determines the winner at each event, with no attention paid the mail votes, though the event is broadcast by the local one-time the winner seems of the winner get say and runner up \$2, with the winners on each show eligible for a run-of each sixth Saturday night and the wind getting of the say of the end of the season for the final award. School supplying the weekly win

of six saturday events igning it on at the end of the season for the final sward.

School supplying the weekly winner is given 10 credits toward the fine season of the season and a plaque given the school having the highest score. No credits for the Saturday broadcasts, but a 50-credit mark for the finals winner.

Interest is surprisingly strong with each school rooting for its owner of the season of the

Trick Signs

Trick Signs

Recent adaptation of a transparency sign had plenty of peoply staring into the store window it which it had been installed, and the interest was all centered upon the interest wa

Contest for Typists

Contest for Typists

Rome.

Clark Gable, Jean Harlow, ar Myrna Loy have new jobs in Ital they are selling Italian typewriter. When Italian typewriter firm the first of the selling Italian typewriter. When Italian typewriter firm the first of the selling Italian typewriter. When Italian typewriter firm the selling Italian typewriter. When Italian the selling Italian to the selling Italian to the selling Italian the Italian

To Dealers

To Bealers

The speed of the result of the Rubinoff broadcasts of the Rubin

BEHIND the KEYS

Mike Rosenberg, prez of Principal Theatres of Arizona, has signed new 10-year lease on the Lyric at Yuma. Galety, Santa Maria, operated by Principal, being remodeled at cost of \$12,000, to reopen after being dark six years.

renery, Santa Maria, operated by Principal, being remodeled at cost of \$12,500, to reopen after being dan's years.

Cabart Theatree, holding corporations of the property of t

James D. Kennedy now manager of Windemere here. From Apollo Indianapolis.

Winchester, Mass Minchester, Mass.
License to build a theatre: this town granted to Winchester: theatre co, by the selectmen. E. M. Loew, operator of a chain of pop-price suburban houses in the Greater Boston area, is treasurer of the new theatre company.

Charlotte, N.

Daily News here is couponing again for the Carolina Theatre—this time with a ccunon that may be clipped and used as a grandfather-grandfaughter ticket, to see Shirley Temple in Dimples.

Strand, Ridgeway, Ill., opened for 1936-37 season. New houses in operation in North Central Illinois are the Ritz at Chenoa, Ill., and the Liberty at

Chenoa, III., and the Liberty at Depue, III. Joe Goldfarb, who has new Uptown, Alton, III., also has taken over Gem Theatre, formerly owned by Joseph Desberger: Goldfarb also has behained Desbergers interest in the woe Goularo, who has new Up-town, Alton, Ill, also has taken over Gem Theatre, formerly owned by Joseph Desberger. Goldfarb also has obtained Desberger's interest in the fitz Theatre, East Alton, Ill., and owns it jointly with A. Boemler. John R. Wood recently disposed of the Princess Theatre, Leroy, Ill., to John Frieburg. Central Theatre Circuit recently added Garden Theatre, Canton, Ill., to its circuit. Ed Austerlade is the new owner of the Era, Harvey, Ill., formerly operated by Harvey Theatre Corp.

operated by Harvey Theatre Corp.

Center: nabe, shuttered till Thanksgiving for rebuilding. Seating capacity will be doubled and new sound and air-conditioning units will be installed.

Due to reopening of the Broadway-Capitol, and opening of the Madison as a first-runner. United Detroit has, made another shift in managerial positions. Morgan Creedon, formerly at the Fisher, has been named manager of the Madison, with Frank G. Perry as assistant. Creedon Stephen of the Capitol, with Everett Thompson, as a saistant and Arthur Oliver as treasurer. Rufus Sheppard has been made assistant to Bob Corbin at the United Artists. Frank Upton is second assistant and Hubert Windsor, treasurer.

At the Varsity, nabe, Vincent Sul-

treasurer.
At the Varsity, nabe, Vincent Sul-livan has been appointed assistant, while at the Annex Claude Deardorff has been promoted to manager.

Announcing
a New
National Screen
Baby

National Screen Accessories, Inc.

eighteen months in preparation...
eighteen months of organization...eighteen
months of careful research into the needs
and necessities of the modern theatre lobby
... and now at last we're here with a
new and special type of lobby display
accessories worked out in cooperation with
major producing companies... the com=
bined result of producer selling brains...
exhibitor showmanship and our own special
experience in giving exhibitors real eco=
nomical selling help... Gentlemen!

Showmen! We give you...

2 Pargers

National Accessories)... the magic touch of showmanship!

Nat'l Screen's Magnalite for

Several contracts already having been closed with large national advertisers, the Magnalite Sales Corp. a new wholly-owned subsidiary of the National Screen Service, headed by Herman Robbins, planning a New York manufacturing plant and preparations for the marketing of the Magnalite process of electric signs for the picture business. Lecently invented on the Coast, where plant is now in operation, the world rights to the new type animated sign are held entirely by National Screen.

tional Screen.
Robbins is president of the Magnalite company, while Sam Dembow, Jr., v.-p. and general manager. Toby Gruen, a -p. of National, is p. and treasurer of the new subsidiary, second to be established by National Screen during the past year in moves of expansion. into fields other than trailers. National formed National Screen Accessories earlier in the year for the handling of special accessories throughout the country. Dembow was active in the organization of this branch of activity, but now is giving his entire time to the Magnalite concern.
Contracts have been signed with

the Magnalite concern.
Contracts have been signed with Frankfort Distilleries, Ford Motor Co., Westclox, Chevrolet, Pabst Brewery and Transcontinental-Western Air. Negotiations are on with various other national advertisers, plans of Magnalite being to introduce the new signs in commercial fields before tackling pictures. The signs will be pointed toward lobbies and for other film theatre uses at first. Later on, it is planned to develop the signs so that they can be used for lettering on marquess and for any other use in connection with ictures where electric lights apply.

NW Allied and Metro Again Tangle Over **Cancellation Right**

Minneapolis, Oct. 20. Northwest Allied States and Metro here are at loggerheads again as re-sult of a letter sent out by the former to its independent exhibitor mem-bers urging them not to be a sucker five times in a year by acceding to the distributor's request to relieve

the distributor's request to relieve it of delivering nine pictures on its 1935-36 contract. The letter, signed by S. D. Kane, executive secretary, brands the request as 'an attempt or ide a willing horse to death.' Kane' points out that the group which MGM now desires the exhibitors to cancel contain 'the very pictures' which MGM gave you in its famous rider, or swap, of last February, when you were asked to sign when you were asked to sign away the rights to still another group of pictures which you had purchas the preceding summer.'

MANAGER'S ARREST IN S. C. BLUE LAW TEST

Spartanburg, S. C.,

Spartanburg, S. C.,

Arrest of F. S. Falkenburg, theatre manager, and declaration of Unanimous Opposition on part of Churches were latest developments today in the move to launch Sunday shows in Columbia, St. C., State Capital, city. Eleven Baptist churches with 6,000 members threw their support to a drive for enforcement of the statewide Sunday blue law, upheld in an earlier opinion by John Daniel, state attorney goneral, Falkenburg was arrested after he sold one ticket. Thereafter, doors of theatre were opened graits to 400 customers in line. Falkenburg today had posted \$50 bond and was at liberty.

GN's 1st B'way Bow-In

The initial first-run booki in New York for Grand National is 'In His Steps,' bought by B. S. Moss and Harry Charnas for their Crite-rion.

Picture comes i 'Follow Your Heart' (Rep), set to follow the incumbent attracti 'Ramona'

Stores Back Pix

(Continued from page 5)

Commo Ballys

Commo Ballys

Shows that big box office features mean a couple of million people on Broadway 1 the daytime during a week's time. A feeble picture is reflected by weak biz at the stores. Attitude of theatre men interested in the present drive is that the larger the attendance at film palaces, the Magnalite Sales Corp. wholly-owned subsidiary of ional Screen Service, headed mark manufacturing plant and took for the marketing of grantile process of electric or the picture business. Lenvented on the Coast, where is now in operation, the ighth is the new two manufactures and the process of electric present drive the picture of the picture is now in operation, the infinite to the picture of the

papers have never returned to the pre-depresh basis on news space for pictures. Which is the basis of cur-rent-squawks with the higher rates in effect. Exhibitors mention the Sun, Times, Herald-Trib, World-Telegram and Daily News in thi

Sun, Times, accasion, wound relegram and Daily News in thi spect.

Another talking point for the theatre men is that the dailies are over-looking their reading public, which has a direct relation to the newspaper circulation. They claim that the enormous sale of film fan magazines in the N. Y. territory best indicates this tendency, readers being forced to purchase these periodicals for colorul picture news because of scarcity of material in newspapers. There is no intention on the part of exhibitors to even attempt to tell the editors how to run their dailies. Approach is on the angle of strictly news value and reader interest. While there may be some reference to the manner in which sports news, finance and other fields, that fail to provide much reyenue, are given full coverage, the present offensive is to blaying up the necessity of playing via with the reading public. playing up the necessity of playing fair with the reading public.

YBOR, FLA., INDIE IN ANTI-TRUST ACTION

Atlanta, ight Atlanta picture distributing agencies are charged with violations of the Sherman and anti-trust laws in Federal District Court. roadway Theater, Inc., of Ybor ity, Flaxuburh of Tampa, has brought the complai in which the theatre management charged it was unable to rent pictures on a parity with other distributors the Alligator State.

able to rent pictures on a parity with other distributors the Alligator State.

The suit was Atlanta because this is the southern headquarters for all large cinema distributing agencies. Augustine Sams, Atlanta attorney, and Whitaker Brothers, of Tampa, represent the Broadway interests.

Hearing of the suit, ich asks for an injunction and is supplementary to two damage suits already filed has been set for Oct. 24 before U. S. Judge E. Marvi Underwood. Defendants named Vitagraph, 2th Century-Fox, Paramount, Metro. Columbia, Universal, RKO and E. J. Spatks and Frank Rogers, owners of a Florida chain of picture theatres, which, the suit charges, other defendants are favoring. Barrister Sams declared crimination is shown in the price of pictures the number of pictures allowed and the fact that most pictures rented to Broadway theatre have been shown several times in Florida before this theatre is allowed to have them.

Bill Posters Now Join Picketers in Phil'd'phia

iladelphia, Oct. 20.

Bill Posters Union is latest group to picket local pic houses; ich are getting used to lekets; one sort of another, day (15) that muste union began picketing Warner Bros, fill houses in gstri over bands for vaudfilmers, Bill Posters appeared at Warner and, indie houses. WB settled Bill Poster strike date by according the source of the s

Fig. Creates Folitico Ire
Philadelphia, Oct. 20,
Sizzling political scrap here has
drawn State film censors into squabble with Crusaders, anti-New Deal
propaganda group. Issue is over
eensor board's disapproval of Crusaders' short. Don't lame the
Butcher, film aiming at New Deal
taxation. Crusaders have raised cry
of 'political censorship in barring of
pic, while board claims its action results from film's lack of proper label. According to censors, all pix shown for admission charge must carry seal at beginning, showing manufacturer

or sponsor.

In explaining action of board, P. A. Duffy, of its members, declared one Crusader anti-New Deal pic carrying proper label had been passed, but that seven others, minus label, had been tabooed, Asserts that all seven will be passed as soon as label is affixed. Crusaders, he added, are merely trying to make political capital of incident. Anti-New Dealers had taken full page ads in dailes, claimi over signature of Fred G. Clark, national commander, that censors show New Deal favoritism. Clark, national commander, t

U WRITES OFF OVER \$500,000

Universal Corp. its subsidiaries will write off more than \$500,000 worth of questionable assets and contracts with personnel, rated as being unwise, in the thorough revamping of Us financial and operating methods. J. Cheever Cowdin amounced this following a meeting of directors last Friday (16). The write-off will be reflected in the company's financial report for the fiscal year that ends Nov. 1, and was made following an intensity survey of all downed and foreign units by the new management during the past six months.

the new management quints, six months.

It will place Universal in a healthy financial condition to start its new fiscal year next month and in a position to capitalize fully on the strides now being made in the film industry. Operations of Universal currently are satisfactory basis, according to

on a satisfactory basis, according to Cowdin.

The board of directors okayed the new budgets for the 1937-38 production season, ich calls for a substantial increase. That of the present program. New schedule-calls for 52 features.

It also was announced that a saving of about \$150,000 already had been effected in the allowance for unused time of players which had been running at a large figure in recent, years.

U.S.-MADE 'VIRGIN IS.' SHORT IN WASH, PREEM

Washington, Oct.
importent Federal film venture since Plow That Broke the
Plai which was barred by chain
houses as New Deal propaganda,
made a iet debut at the Capitol,
local Loew vaudfilm list Friday
(16). Pic The Virgin Islands,
one-recler produced by Department
of Interi
Straight travelor

Straight travelog, designed to i Straight travelog; designed to i-terest tourists in visiting islands ac-quired by U. S. in 1917, and a draft on taxpavers ever since, is much like Fitzpetrick stuff which house regu-larly uses. When approached by In-terior officials, local Loew office screenied icker and eventually agreed show it, although it is purely a local deal not implicating rest of Loew houses; ic is in black-and, ite, with descriptive dialog.

60G Bally for 'Get It'

Bros. fill houses in stri over appeared at Warner and indie houses. WB settled Bill Posters strike after day by acceeding the was over distribution of wi cards, which union wanted its members to handle, but with WB has been delegating to house strike. WB has been delegating to house strike was over that be settled is rates for work.

Wants \$10 per man for 6-hour and Get It.

Monroe reenthal will supervise be already been in the mugs in Come and Get It.

Monroe reenthal will supervise being the del throught bonahue & Coe, and house strafts wB and riddle space in the mugs in Come and Get It.

Monroe reenthal will supervise being the del throught bonahue & Coe, and agency for United Artists. Lynn hudding over that. John Fitzpatrick, un it business agent, predicting early victor his roup.

Pa. Ban on Anti-New Deal N. Y. License Commissioner and Mayor In Drive to Enforce New Juve Law

The Agents' View

(Continued from page 4)

jority of actors tested by one studio in the east, and if eventually obtaining picture jobs, wind up with other studio. Also that few eastern tests get speedy attention, one way or another, from the Hollywood end, and that very often, due to Coast stalling, the studio which made the test will lose the actor to rival studio. studio.

stalling, the studio which made the test will lose the actor to rival studio.

Other Angles

Another angle involves famillarity with an actor's work as a means of judging his or her picture potentialities. An eastern talent scout, familiar with a certain actor's work, may, see in him some quality that unfavorable eastern test fails to bring out. The Hollywood end can't see what the test camera missed, and the eastern scout's personal opinion seldom counts. That actor, therefore, is lost as far as that studio is concerned, until another studio sees in him that which the first one muffed. There have also been instances where the Hollywood end actually resented the activity of and any credit that might go to the eastern sondition, but it has happened, and that's something else that the east must contend with.

That there have been cases of agents playing one studio against another on talent deals, the agents do not deny. But they contend that there have been cases of agents playing one studio against another on talent deals, the agents do not deny. But they contend that there have been cases of agents playing one studio against another on talent deals, the agents do not deny. But they contend that there have been cases of agents playing one studio against another on talent deals, the agents do not deny. But they contend that doesn't happen every day, either, nor with any more frequency in New York than In Hollywood. The biggest obstacle and casting system, by which the studios miss more talent than they find. They can't see any solution except the investiture by the Hollywood producers of more authority in their eastern talent representatives.

F&M EXECS IN FOR ST.L AMUSEMENT AUCTION

Louis, Oct. 20, With Marco Wolff, Harry Arthur and Jack Partington, Fanchon & Marco big wigs in town it appears that public auction of 52% of St. Louis Amusement Co., operator of 22 money-making nabes; ill bepulled off Thursday (22) per schedule. Nelson Cunliff, Federal trustee for Amusement Co., will handle hammer and unless some unexpected and unanticipated hitch develops sale will go through.

and unanticipated hitch develops sale will go through.

Under terms of settlement with Warner Bros. last winter, F&M obtained 42% of stock in the amusement company and has been operating properties since deal was closed. As F&M has a large equity in enterprise it is believed that Cuniff's r mendati U. S. District Judge Charles B, Davis will be approved.

proved. Film row has heard. Film yow has heard, ing of announcement made several months ago that Balaban & Katz would be on scene to be an active bidder for nabes with which they expected to make a big start in St. Louis. Remai ing 6% of outstanding stock is owned by individuals and rumor is that if F&M's bid the successful one it may purchase balance of stock to have 100% control.

Showmen's Pitt Influx For Game, Variety Club

irty-four managers or operatorof picture theatres scattered over the
five boroughs of New York city appeared last Friday (16) as defendants
at the first hearing held by Commissioner of Licenses Paul Moss since
the new ordinance relating to the
admission, of ildren to theatrewent into effect. That the law will,
be strictly enforced was shown by
Commissioner Moss when he ordered
one of the largest theatres with a
seating capacity 1,100 to clost
down for an entire day.

one of the largest theaires with a seating capacity 1,100 to clost down for an entire day.

The hearing was the result of a cursory inspection made by Mayor LaGuardia and Commissioner Moss, followed by a visit of regular inspectors of the department. Previously and shortly after the new city ordinance went into effect, each operator had been sent'a copy of the law. The majority of those who were summoned had failed to grouper the stipulations of the law arming that repetition of any of the stipulations of, the would result in revocation of their licenses.

would result in revocation of their licenses.

Murray Schöln, owner of the Community Theatre, 215-32 Jam ica avenue, Queens Village, L. was the one whose place was ordered closed throughout, Monday (19) as a penalty for violating several of the restrictions contained in the new ordinance. Judge Moss warned Scholn that a repetition of his offense would mean the permanent revocation of his license.

"want to inform you people. Commissioner Moss said, at the opening of the hearing, "that the mayor and I intend to enforce this law. The children of the city, who comprise the real movie theatregoer, must and will be protected and those of you who neglect to follow the rules lai down by the law will find yourselves out of business as far as New York is concerned."

In the Community theatre case, if

is concerned."

In the Community theatre case it was found that the matron, a woman of over 60, had permitted the mothers or fathers of children to occupy seats in the children's section that inspectors found young men and women smoking in the seats reserved for the children and that the children themselves were beyond trol.

Entire Industry Backs Up UA on Sales Tax Appea!

Determined free themselve-from what is vegarded as unconsti-tutional taxation in being forced to collect a New York City sales tax on film rental from exhibitors, major distributors will shortly argue their case before the Court of Appeals a'. Albany, and, if necessary, carry the battle up the U.S. supreme-court. It is estimated by attorneys that argument on the appeal from that argument on the appeal fr the lower courts will occur it 25 days.

The Motion Picture Producer.

The Motion Picture Producer.
Distributors, in behalf of its members, has retained the law firm of Cravath, de Gersdor, Swaine F. Wood to represent it on the appear at Albany. Frederick H. Wood, that firm, will argue the case for Hays office, while Ed (O'Brien, Drissoll &) Rattery will argue the case in behalf of United Artists, against which a test case was originally brought by Y. City for failure they the tax on film adianst exhibit ors. The appeal to Albany is from the UA case, but now that the MPPDA actively. If from the side-lines, all major producer-distributors are directly represented.

N. Y. and Chi Look All Set for 2,000-Ft. Reel

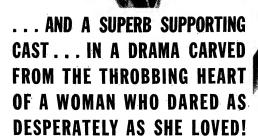
Set for 2,000-Ft. Reel Changes in New York's or inancicovering the size of reels in projection booths probably will be afterentis weeks so as to make the use or 2,000-foot spools legal. The industry's committee on 2,000-foot reelwill present their arguments to their fathers with passage on revise i provisions apparently assured. Revised ordinance in Chiwhich would give reel-clearance by the booth magazine iciently small to permit use of the presents adonted 14½-inch standard (2,000-foot spool), probably will be approved before the end of this month.

Katharine

HEPBURN

Herbert

MARSHALL



A WOMAN REBELS

Directed by Mark Sandrich Pandro S. Berman Production RKO-RADIO PICTURE

ELIZABETH ALLAN DONALD CRISP

Doris Dudley David Manners

NO EXTRA B&K CLEARANCE

B&K DUALS UP BIZ OVER 100%

Chicago, Oct. 20.

Double features, brought back to Chicago last Friday (16) by Balaban & Katz into its five keys nabe houses, got away with considerable strength, such houses as the Marbro, Granada, Tivoli, Uptown and Marbro running nearly 110% ahead of the week previous. However, expected that there will be somewhat of a drop-off from this high within the next few weeks when the rest of the houses in town switch back to twin bills.

Balaban & Katz used a simple ad form for the announcement on double features. Kept copy wording down to a minimum, with no expitional ballyhoo. Took additional space in the dailles, but used plenty of blank space around the double feature announcements.

ature announcements.

INDPLS. LYRIC HELD **UP: \$6.000 IS TAKEN**

Indianapolis, Oct. 20.

Ted Nicholas, manager of the filmvaude Lyric, was held up last Monday by a lone bandit who escaped
with an amount estimated to be
about \$5,000, partially covered by insurance. As Nicholas stepped from
an office into a corridor, the bandit
confronted him with an automatic
pistol, forced him to return to the
office, open the safe, and then lieface downward on the floor while
the bandit scooped the money in
bills from the safe and fled through
the stage spill, which occurred at
an opportune time to cover his retreat.
Nicholas is now commuting be-

Nicholas is now commuting be-tween theatre and police headquar-ters attempting to identify suspects.

Hazza's Large FP-Can. Division Under Co. Shift

Division Under Co. Shift
Toronto, Oct. 20.
Sequel to series of recent divisional meetings, changes in Famous Players-Canadian setup will place Wi ipeg, Saskatoon, randor, Shaunavon, Weyburn, North Battle-ford and all other FP-Can, houses in Manitoba under the direct supervision of John Hazza, who will also have charge of the Alberta division, it was announced by J. J. itzgibbons, director of theatres.
Port Arthur and Fort William, formerly operated out of Winnipeg, are now to be operated from the Toronto office under direction of Morris Stein, supervisor of the northern and easter Ontario divisions. T. Ray Taubman, present city manager at Winnipeg, will be transferred to Ottawa to supervise the expanding links of the FP- chain there and in Quebec.

in Quebec.

Howard Knevels, flanager of the Capitol, Ottawa, replacing Len Biblo, present manager of the Capitol, Halifax, who has been transferred to the Capitol, London, replacing Bob Roddick, promoted to district manager of southwestern Ontario under Clarence Robson, ivision director of eastern Canada.

Grid's Influence on Pix

The opening Denver.

The opening day of three of the Harry Huffman first-run theatres has been changed from Saturday to Thursday, because the football games at the University of Denver stadium. In the change are the Denver. Aladdin and Broadway.

The three opening games of the season were played on Friday nights, but the games are switched to Saturday afternoons with the coming of cooler weather.

Smolnoff's Bkptcy.

Jack Smolnoff, known also as Jack Small, business manager of the Modern Theatres, 246 West street, filed a voluntary petition in bankruptcy in U. S. District Court, N. Y., Wed. (14). jabilities listed at \$10.-263; no assets.

Chief creditor is Popsicle Service, Inc., which is owed \$2,768.

(Continued from page 6)

(Continued from page 6)
ators that an oitsider will not come i and, not being a part of any agreement, immediately open with doubles. Chicago, where interests got together to wash up duals, the key was dominantly single bill for three years. Now it is back to pairs, led by induction of this policy by Balaban & Katz (Par). Philadelphia is probably the most important key with the least amount of twinning, this being due largely to the Warner dislike of the policy. New York is almost solidly dual, only exception being the leading downtown first runs.

cortic is almost soludy dual, only exception being the leading downtown first runs.

The best figures of the MPPDA would indicate that 40% of the country's theatres are dualing all the time and that an additional 20%, play double bills a part of the time. The 20% includes a lot of houses which toward the tail-end of seasons that doubling up weaker product which has been held back, with a view to disposing of product that has been bought. Such houses possibly will has been held back, with a view to disposing of product that has been bought. Such houses possibly will play single bills nine months of the year, duals three months.

Unless the public tiself so definitely spurns duals in time that it would be unprofitable for anyone to continue in such policies, industry lead-res see only one alternative, abet at dangerous and internative would be sills for all major houses and an immediate reversal of sales policy under which distributors would not sell pictures when two are going on a program. Such an alternative would be useless, however, unless all distributors, major and independent, undertook the plan.

Legal Stymle on Tahu

Legal Stymle on Tabu

Contracts which would not permit an exhibitor to play two pictures concurrently may ultimately come but at present legal and other fears greatly preclude such a step. Among other things, distributors interested in settlement of the legal question involved in the double billing case in Philadelphi which is now pending before Circuit Court of Appeals in key an exhibitor, in the lower cessfully won his contention that distribs could not ask an exhibitor to agree not to play his pictures on bills with others. Legal Stymie on Tabu

to agree not to play his pictures onbills with others.

The case was appealed by the distributors to the Circuit Court, which upheld the lower court's findings. A rehearing of the case was granted and argument on the reheari was held a week ago. Decision is now being awaited.

In the Philadelphi hi itor did not sue on the ground that the distributor refused to sell him unless he single-billed. The point was that an agreement by an exhibitor not to dual was in itself illegal and not binding. This is considered very different from any policy of a distrib under which he would refuse to sell an exhi itor if he planned doubling up pictures. There the legal point may be even more dangerous. The Philadelphia suit was brought by Harry Perlmang exhibitor. In istributor circles it was believed he might be acting for the local Allied organization which now is out of existence.

Aylesworth, in his speech before the Motion icture Engineers at

Aylesworth, in his speech before he Motion icture Engineers at Aylesworth, in his speech before the Motion icture Engineers at Rochester during the past week, cited that admissions are lower and there are many cases where dualing ists, ith the price to the public less now for two films than it was for a good picture eight years the termed the double feature gram a child of the depression.

Hamrick's Tacoma Sew-Up

Tacoma. Oct.

The John Hamrick interests are now nearly full control of all downtown picture houses. Ned Edit, local manager of this large the atre chai has announced the consolidation of the interests of Mike Barovic and Pete Constanti, comprising the Rivieri and Beverly, with the Blue Mouse and Temple theatres. With Hamrick also directing the Roxy and Music Box, this gives him six downtown houses out of a total of eight. Tacoma Oct of eight.

of eight.

Barovic will be in charge the purchasing and booking for the Blue Mouse, Temple, Rivieria and Beverly

Now Looks that B&K Will Not Ask for that Additional Seven Days' Clear-Between the 'C' Houses at 30c and First Week of General Release

DUALS' NEXT?

Chicago, Oct. 20.

For second consecutive year Balaban & Katz has withdrawn its demands for an additional seven days of clearance between the 'C' houses at 30c, and the first week of general release houses at 25c. It marks the second year of victory for the independent neighborhood theatres which have fought the B. & K. demands tooth-and-nail. With the withdrawal of these demands by B. & K., the indic Allied exhibs have also killed their pending suit for injunction against the distributors and the chief Chicago circuit.

While B. & K., in withdrawing its demands, stated that it expected to get this additional week of protection on the 1937-38 contracts, it is generally admitted throughout local film business that the B. & K. abdication of its demands means, that the question is settled for years now, and that B. & K. probably will not enter another plea additional clearance.

Balaban & Katz sought this addi-Chicago, Oct. 20.

enter another piea additional clearance.

Balaban & Katz sought this additional protection last buying season and backed away from the campaign in the end, stating that it would isset on the full week of clearance this year (1936-1937). Last season the circuit had the backing of only two major distributors, while is year the circuit had the agreement of all the major exchanges in okaying the additional with active campaigning agai the move and finally winning out in the final count, doubtful that B. & K. will attempt to put through its demands in the future.

Duals Still Stand

attempt to put through its demands in the future.

Duals Still Stand
While B. & K. has lost its fight for extra protection, it has apparently won its fight for extra protection, it has apparently won its fight for double features, starting the twin bills last Friday (16) i all of its 'A' nabe houses, Marbro, Uptown, Tivoli, Southtown and Granada, Rest of the will come into the twin-flicker fold on regular release schedule.

Allied exhi are still the opinion that they will be to keep doubles out also, the majority of the exhibitors have started to buy on the basis of twi billing. Just what action, if any, the individual 'Allied exhi itors, will take on the doubles should they decited to fight twin bills as actively as they have fought the extra clearance, has not been decited. With their victory in the clearance fight as an simpetus, however, there is much talk about the indie exhibits will go into the pit against the B. & K. twin-bills campaign, with a possibility of another threat of court

K. twin-bills campaign, with a pos-si ility of another threat of court

si lilty of another threat of court action in the ing.
Should it become a question of legal pyrotechnics agai the exhibs will have Joe Rosenberg, Toomin & Stei who handled the injunction setup in the exhibs battle against the B. & K. clearance plans, representing them agai

No Minn. Tax Assured

Minns. lax Assured

Minnsapolis,

Now virtually a certai that
Minnesota exhibitors will be spared
from threatened state admission
tax the ensuing year. Following a
fight against any additional theatre
taxes, Martin Nelson, Republican
candidate for governor, has come out
against a sales tax of any kind,

His opponent, U. S. Senator Elmer
Benson, already was on record in
opposition to the proposed sales tax.

FOR SECOND TIME Election Stymie for New Theatres

CHAIN BACKS OFF No Decisions Till Then — Park, Fifth and Madison Ave. Ass'ns' Squawks

Mrs. Wm. Fox

(Continued from page 6)

All-Continent and a score of subsi-iary corporations. Witnesses testified she received more than \$40,000 in salary last year. She and her two daughters are listed as sole directors of the corporation. Mrs. Fox and her daughters have testified that they knew little or nothing about

the concern.

Several weeks ago, after Mrs. Fox testified that her attorneys handled all the concern's affairs, she pleaded illness and asked to be excused from the witness stand. Referee Steedle said he wasn't impressed and dered her to return the next day with a 'refreshed memory'. She never did return and Federal Judge John Boyd Avis is now considering whether she should be held in tempt of court. Fox, himself, swered routine questions through two hearings list week.

Trustee's Petition

Trustee's Petition

Steelman, his petition before the Vice Chancellor, charged that the All-Continent Corp, 'was formed by William Fox for the express purpose of defrauding creditors then, existing as well as those, to whom Fox thereafter became indebted, "From the time of its formation,' the petition read, the corporation dealt in securities of, various kinds for the purpose of investment only. It at no time dealt in securities or other investments for or on account

It at no time deat in securities or, other investments for or or account of any person other than itself, on william Fox, individually or acting in its guise as a corporate identity.

William Fox and the All-Continent: Corporation and the

miliam rox and the All-Continent Corporation
and the same.

The real object sought be attained by William Fox , was to thwart his creditors and retain for himself and his family, in fraud of his creditors, the full and unmolested enjoyment of all his assets.

William Fox's wife and daughters were in full knowledge at all times of the things being done and they sat by and permitted said things to be done, or assisted in the doing thereof, all-in fraud and to damage of creditors of William Fox'. Steelman charged the \$340,000 in cash Fox allegedly gave his daughters shortly after formation of the All-Continent Corp, in 1930 was not made then, but at much later times, and was not in fact completely made and fully consummated.

All-Continent Corp, filed a claim \$41,725 against Fox after he filed his bankruptcy petition, but Steelman charged he was not indebted to the company 'in any amount.'

Steelman said that Fox's \$1,600,000 assets included \$1,400,000 of California real estate and \$190,000 of Colifornia courts would be necessary to establish the value of the real estate. Steelman recited, and as to the Huston notes he added:

The notes are long overdue.

Huston is without property or means

'The notes are long overdue. Huston is without property or means by which indbtedness might be re-covered and we are also unable to learn of Huston's whereabouts.

ATLANTA SHOWMEN-PILOTS

Atlanta, Ga.,

Show business was well represented in the recent first annual Georgia Products Aerial Treasure Hunt, sponsored by the Georgia Aeronautic Ass'n and the Atlanta C. of C. William K. Jenklens of Lucas & Jenkins theatres, and Harry Ballance. 20th Century-Fox district mgr., piloted their own planes on the three-day 800-mile aerial jaunt over the state.

E. E. Whitaker, city manager for L. & J., and William Dunn, film row commercial photographer, were passenger

Action the proposed anti-theatre ordinances and amendments
proposed by the Fifth Avenue Association will be delayed until afterelections i November. Word has
been given the association by the
president of the Board of Aldermen
of N.Y. City to this effect. Answer
was expected this week.

Decision on the matters have been
hanging fire for the past two months.
Most of the agitation being created
by the association. To date the affair has been purely personal between the opposers and individual
prospective theatre builders with no
assistance from film or theatre or
ganizations.

Association is endeavoring to pass

ganizations.

Association is endeavoring to pass an ordinance that will permanently prohibit erection of theatres of any nature on Fitth, Park and Madison avenues as well 34th and 57th streets, "Opposition has always been speedy when plans for theatre construction in the verboten zones was announced. Ain now is to eliminate future trouble and suits by outlawing such locations." Fearful of multiple and such speedings.

tuture trouble and suits by outlawing such locations.

Fearful of political reaction, few
officials: "entured opinions pro or
on on the matter until last week.
Mayor La Guardia and Borough.
Preaddent Levy have gone on recordas fayoring the measure. License
Commissioner Moss and the Corporation Counsel have bitterly opposed.
the invasion of all theatrical enterprises in this sector.

Also on tap but set for a later
date, after the first bill has been
ushered into the city laws, is an
amendment to the existing zoning
law that will prohibit the erection
of a theatre in any neighborhood
without an 80% favorable vote of
surrounding landlords and rettal
storekeepers. Primary purpose of
the association is to keep the shopping avenues clean, which accounts
for the concentration on the first
bill.

Another factor restral ing the

hill.

Another factor restrai ing the hand of the association is the decision of the court of Appeals in the matter of Thomas Lamb's proposed plans for theatre construction Madison aventue, Association does not want to rush the matter because of possible confliction with the decision of the court and thereby incur distavor.

distayor.

In the past year there have been nine applications for theatre struction in these territories. Names of applicants and their prospective sites are Henry Mandel, 79th street and Madison; Frank Lord, between 175th, and 76th streets on Madison; Henry Phipps, 62d and Madison; Hohry Phipps, 62d and Madison; Robert, Walton Goelet, 53d and 54th on Park; Benjamin Knobel, made applications, for two at 48th and 49th on Park; Benjamin Knobel made ap-plications for two at 48th and 49th on Madison and at 55 East 34th streat. Others were Nivelle Corp. at 12th street and Fifth, and Gramercy Realty Corp. at 52d and 53d street on, Fifth.

on Fifth.

Enfantas Realty Corp, has made application for a variation of the existing zoning law that will extend the retail business district of 85th street and Madison to permit erection of theatre. Latter being heard now by Board of Standards and Anneals. nd Appeals.

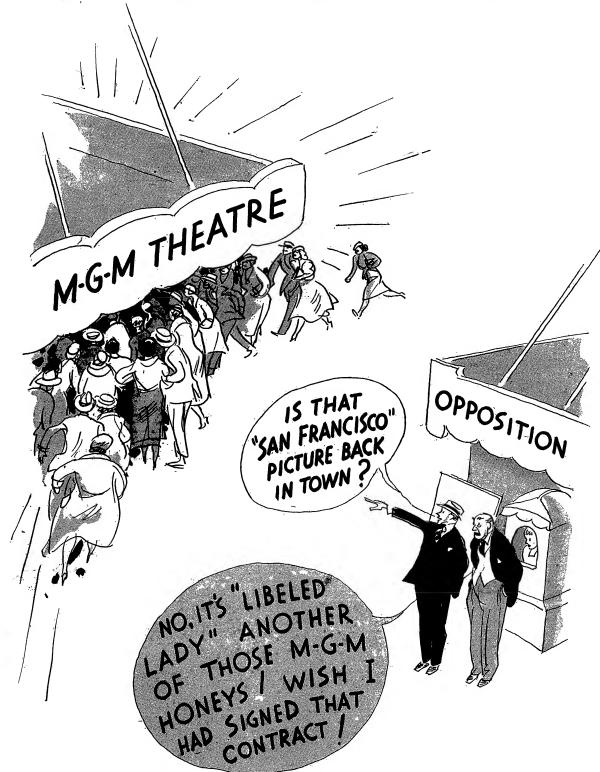
Midnite Shows in W-S ta Cater to 'Baccy Harvest

Winston-Salem, N. Oct
With the opening of the tobaccoseason and the Winston-Salem market paying out an average of \$200,000 a day to farmers, the Colonial,
second run house, which caters to the
farmer, has inaugurated its midnight
shows.

farmer, has inaugurated its midnight shows.

Farmers begin treking here early at night with tobacco and by the time they have placed the weed on the warehouse floors they are ready to make a night it. The only thing open is the Colonial and it is catching the sheeks rattling in the farmers pockets. House has had the midnight policy during tobacco season, which runs from Oct.

I to March I, for several years.



The scene represented by this cartoon is being duplicated everywhere! At press time "LIBELED LADY" was ahead of the phenomenal "San Francisco" in 13 engagements: Albany, Bridgeport, Cleveland, Hartford, New Haven, Providence, Rochester, Springfield, Syracuse, Waterbury, Worcester, Indianapolis, Chicago. Among other spots where engagements have been extended are: Baltimore, Albany, Columbus, Philadelphia, Los Angeles, Wilmington, Worcester, Chicago, Denver and many more as we approach publication deadline. It's going to happen in your town, too!

12 MAGYAR PIX ON SCHEDULE

Budapest,

Budapest,
roducing activities at Budapest's
two studios are in full swing ith
space fully occupied until the new
year.

space fully occupied until the new year.

At Hunnia, 'Learn to Love,' a Mozgokepipari, Ltd., production, has, sust been completed, under the direction of Bela Balogh. At present Istvan Gyorgy is shooti 'Storm' on Kemenes Farm.' This will be funished in a few days, and the producing firm of 'Hirsch and Tsuk enters into possession of the studio for Gold Man,' adapted from a Jokai Same producers had last season's great success with their version of the same author's novel, 'The New Squire.' Gold Man' is directed by Bela Gaal and supervised by Istvan Falus.

Next on the schedule at Hunnia is a German icture, 'Lumpazius Vagabundus,' a Styria production, to be shot partly here and partly in Vienna. This will be followed by Berna Co.'s German-language production, 'Eine Insel' wird entdeckt' ('An Island Is Discovered'), directed by Karl Lamac.

Pallas, Ltd.,' has leased Hunnia for Navember venducing 'Sisten Marie'

by Karl Lamac.
Pallas, Ltd., has leased Hunnia for November, producing 'Sister Maria', in German and Hungarian versions. Next comes another Berna production, 'Ein Strauss Rosen' ('A Bouquet of Roses'), with Sybille Schmitz in the lead. Another German-Hungarian production is that of Attila Co., 'Regenbogen' ('Rainbow'), 'Poganyok' ('Pagans'), a Hungarian picture based on Ferenc Herezeg's historical novel, with outdoor shots completed during the summer, will have indoor scenes made at Hunnia; a Muvesztfilm picture, 'Tomy,' comletes the program.

have indoor steams.

A Wivestfilm picture, 'Tomy,' comletes the program.

At Filmiroda studio, 'Rendezvous by the Danube,' a Phoebus production, is about finished; it is the 25th picture directed by Istvan Szekely.

Next comes a picture in French and Hungarian versions, En Derive' ('In the Storm'). Members of the Comedie Francaise, together with Limure, French director, his camraman, J. Bauer, and his technical come to Budapest for the oc-

Rancho H'wood

(Continued from page 2)

Binyon, Mary Brian, W. C. Fields, Al Jolson, Bing Crosby, Billy Faw-cett, Scoop Conlin, Helen Morgan, Irene Franklin and a mob of others studying their reflections i its com-mercial acre of spri

Then somebody discovered Encine about 15 miles further out in the Valley, and Fields, Jolson, Horton, and half a dozen others went that way to get away from it all, Jolson even became mayor of the sub-division. Crosby moved mile away from the lake and built himself a 26-room manor.

Others like Winnie Sheehan went ouch further out and staked out something on the old Carey order in Hidden Valley. By now there's hardly a mile of the old Indian play-ground but what houses a picture

San Fernando itself is a town of San Fernando itself is a town of several thousand laid out north and east of an old mission the Spanish padres built for the Indians. Place is about the hottest stretch in summer along the Coast, but the land is fertile, so fertile in fact that guys like Francis Lederer, Rowland Lee and Jim Tully claim they get eight crops a year off their ranchos. Some let real dirt farmers raise the aifalfa on a 50-50 basis, the farmer to pay the agent,

on a 50-50 hasis, the farmer to pay the agent, os are moving out that Valley way. Columbia has bought a flock of acres there and Warners presently ildi the largest sound stage in the world. U has been there for ages. At the far end of the Valley, Trem Carr has a studio of western exteriors and so has Par. Most of the exteriors of The Good Earth' were shot the Valley not far from Enci So it looks as if the studios, ing found their talent trying to get away from it all, have decided to move in on the fleeing troupers and so begi the escapological cycle all over again, with the next stop Death Valley.

In the

Lukewarm on 'Czar'

(Continued from page 3)

requested or demanded such steps be

requestes or denianoeu such steps be taken.

The Motion Picture Theatre Owners of America 'czar' suggestion, which incorporated a tentative arangement whereby all radio appearances of film players would be considered on their merits, type of program, the staging of such (including material, rehearsal, direction, musical setting, supporting cast, and publicity) and possible interference with release date of star's picture, was rated too drastic in soft industry circles. There was the further handicap' that all picture companies would be unable to agree on any single man to handle the job.

What is more likely is that the

single man to handle the job.

What is more likely is that the
MPTOA alternative proposal, which
would have each company designate
its own arbiter, will be given the
strongest backing.

its own arbiter, will be fiven the strongest backing.

The fact that M. H. Aylesworth, in its talk before the Society of Motion Picture Engineers convention at Rochester, N. Y., last week, touched on the io-picture situation was being considered for the single arbitator post. Others described it as being merely a coincidence that he should mention the topic in his speech, and the speech of the single arbitator post. The former because of his long connection with NBC. However, the current drive to have each studio handle the radio appearances individually apparently has swept aside this possibility for the time beling.

Suggestion that all icture player air appearances be spotted on one air appearances be spotted on one night has been discarded in indus-try circles as being highly impractry circles as being highly impracticable. Some exhibitors would make this gala picture night the air every Monday, which is an off night for them. It also is generally described as a poor night for radio, which handicaps the plan from the outset

\$500,000 Musical

British National Films, of which ady Yule and John Corfield are he heads, is to do its next big nusical, which is to cost \$500.000, or 20th Century-Fox at the Pine Wood Studios.

Music is to be written by Rawicz Music is to be written by Rawicz and Landauer, two Austri planists who have made a name in London niteries and on the Team will also be featured in the film, with stars being Arthur Tracy and Frances Dee.

Shooting starts Nov.

Par's Shrinkage of Its Many Corps. Going On

Many Corps. Going On In addition to simplifying the complex corporate structure of Paramount by merging subsidiaries, the functions of which can be controlled through one rather than two companies. Par will dissolve any incorporated units that it can get along without. There are numerous subsidiari Par ich are either minor in character or more or less inactive. Some were set up for specific purposes and have outlived their greatest usefulness. their greatest usefulness.

.neir greatest userulness.

Par is going right down the line through all its subsidiary companies to determi which ones be merged and which ones can be dissolved. The largest number of separate corporations are in the theatre division covering Park more than the division covering Park more than the companies. arate corporations are in the theatre division, covering Par's more than 1,000 theatres and many ownerships as well as operati groups. Some cannot be merged or dissolved because of outside interests.

Film Library's Sunday Showings in Radio City

Museum of Modern Ast Film Library is after the Center. N.X., to present its new list of films ing in January on Sunday, the Showings, so as not to interfere with White Horse Inn' production, Rock fellers are in on both which makes the idea possible the state of the Center of the Ce

not large enough. not large enough.

New foreign itions just received include Rene Clair's first film.

Crazy Ray'; Starfish, with Kikl,
Parislan model; MacBeth! (1909)
with Comedi Francaise: Juve
Against Fantomas, French serial
thriller, and others.

New Hague De Luxer

The Hague, Oct. 9.

Last word in modern cinema theatres is being built here. Metropole Palace, now under construction, will be Holland's ace film house when completed, what with special acoustics for sound, elaborate concealed lighting and special seats. One of the unusual features will be extra large seats. If constructed on usual norm the house would seat 1,600, but, due to the fancy pews, 1,250 will be its capacity.

Fire department is having plenty to say regarding construction. Because of proximity of the Carnege Peace Palace the new theatre is built to permit fire-fighters to work from the theatre in case of a fire in the opposite building. opposite building.

900 HOUSES OPEN IN N. W., RECORD NUMBER

Minneapolis, Oct.

Minneapolis, Oct.
There are now approximately 900 theatres in operation in this territory, according to figures compiled by Mrs. Mabel. M. Dietz, secretary for the local film exchanges. This is a record number.

Because of the improved economic conditions, practically the only dark theatres in the territory are some 17 which have not been equipped yet for sound, according to Mrs. ietz.

MORE S. E. C. FIGURES

On Grand National and International Cinema Holdings

Washington, Oct. 20.
speculation in Grand
National stock by a corporation director last July was revealed by
Federal Securities & Exchange Commission today (Tuesday), Commish
simultaneously disclosed one of original founders of International Cinema has unloaded large share of his
holdings.

notdings.

Starting and ing the month without any securities, Robert W. Atkins of New York In two days last summer bought and sold 2,000 shares of G. N. common, S. E. C. report shows. Tickets were bought and in lots of 100, 500 and 1,000 on July 30-31.

port shows. Linered To the No. 200 and 1,000 on July 30-31.

Slicing this investment to 200,000 shares, Regan Day, Inc., of Los Angeles, transferred 40,000 shares of International Cinema common to the corporation on July 27.

Delayed reports published at the same time by the Commish show four film company directors had no cash at stake in their respective firms at the end of 1935, Non-owners are M. J. Siegel, N. Y., office-director of Consolidated Film Industries; Peter J. Maloney of New York, director of Keith-Albee-Cryheum; and Frank F. Kolbe and T. P. Leach, both N. , officers of Pathe Exchange.

Incorporations

Magoro Operathi Corp., Manhattan; the trical business: capital stock. 100 shares, no per yallo. Incorporators; Weinberger, all of 236 West 4th street, New York City.

Weinberger, all of 236 West 4th street, New York City.

Manhattan, Manhattan; self-of-operators, the corporators, capital stock. 100 shares, no par yallo. Incorporators, Clark, Jr. Getts, T. Howard Andréws, Fallon, all of Waltorf Astoria. However, all of 246 Mer. 11 for any of the corporators, Clark, Jr. Getts, T. Howard Andréws, Fallon, all of Waltorf Astoria. However, and the corp. Ingress the capital stock, 100 shares, no per value, lacerporators, of the corp. Ingress the capital stock, 100 shares, and the corp. Section of the corp. Ingress the capital stock, 100 shares, and of 18 Court areed, Booklyn.

Schneider, William Terembon, Harry Gotseky, all of 18 Court areed, Booklyn.

Schneider, William Crembon, Harry Gotseky, all of 18 Court areed, Booklyn.

Schneider, William Crembon, Harry Schneider, William Crembon, Harry Gotseky, all of 18 Court areed, Donklyn.

Schneider, William Crembon, Harry Schneider, William Crembon, Harry Gotseky, all of 18 Court areed, Donklyn.

Schneider, William Crembon, Harry Schneider, Company, C

TEXAS

Cola ros.-Clube Beaty (Ferus, Inc.) Indiana: capital stock, \$1,000. Yexas Speedway Revreation and Amusement Club, Author. sports; capital stock, \$1,500. Incorporation: Rex Kitchen, M. A. Dale and George Gathings.

O'Keefe's 1-Niter

(Continued from page 1)

time, so another politico was given a whack at mob. Latter rainbled on and on, and when he did not heed two messages sent out from wings to him on stage, managers of affair are reported to have told O'Keefe that, in view of fact only 21 minutes remained for him to work before broadcast commenced, there would have be some cutting in coin promised the monologist. That sent O'Keefe in person out on stage, where he went into consultation with spieler, resulting in comic taking over the stage. He got paid in full, however.

over the stage. He got pain in all, however.

Humped over the lectern, with its battery of mikes, O'Keefe instantly demonstrated he knew he was playing before an anti-administration audience, and after the dull, drear straight speech that preceded him, he put listeners in jolly spirits by ribbing the Roosevelt regime through whole first half of his 20-min, stint. Several samples of the old and new wit:

Several samples of the old and new wit:

The

O'Keefe said he had heard that Landon would carry/ Maine and Roosevelt the Dixe States, but what he wanted to know was who would carry the taxpayer. Also cracked that he had always heard the wining candidate was often the one who looked the firmest family man. Said he had seen in public prints many pictures of Landon and whole family group sitting around the Topeka hearth. But didn't seem Prez Roosevelt could get his family to gether long enough for one snapshot, in same vein was the fag about my brother can't get a job with the WPA because he can't sleep stand!

With other gags likewise more or less lightly taking some licks out of administration and its tackies, O'Keefe wowed em. Concluded by getting in some lengthy plugs for his new radio commercial for Sealtest, which debuted last Sat. (17), and gloworked in some of his old-time rout it is that had no political flavoring. He was decidedly the hit of the show.

After the act O'Keefe denied appearance had any personal political motive, but was straight commercial job for him. Would like to work an inher date with pro-administration crowd, since used for the control of the work an inher date with pro-administration crowd, since used for the control of the work of the work an inher date with pro-administration crowd, since used for the control of the work an inher date with pro-administration crowd, since used for the control of the work an inher date with pro-administration crowd, since used for the control of the work and the work and the first of the show and the film. Hilds Springher, just backed that he had always heard the will also play the lead in the divide him. Hilds Springher, just backed that he had sa stage success, will also play the lead in the film. Hilds Springher, just backed that he had a laber of whith the film is taken, a stage success, will also play the lead in the film. Hilds Springher, just backed that he had sa pringher, just back from the revue stage, where she ded her own company, and Cla

ITALIAN FILM **PRODUCTION** BUSY

Rome, Oct.

Italy's infant film industry is
ting started with great stri
'Albero di Adamo' (Adam's Family Tree') is being taken at the
Farnesina studi , directed by Giuli
Manenti. At the same time 'Scipio,
the African' is being worked on
i the Cines theatre. Tito Schipa
and Boratto Ri are being filmed,
in Torna Piccina,' parts of which,
taken, at Merano, will depict the
famous Merano Derby;
Ethel Maggi, has been icked by
Luis Trenker to play part of
Catherine de Medici in 'Condottieri'
(Robber Barons').

At the Safa studio, new iberi
Film "E Tornato Cranevale' (The
Carnival Has Returned') has been
started, Matarazzo Raffaello is the
director. Armando Falconi, who
made the Guido Canti' play, from
which the film is taken, a stage sueress, will also play the lead in the
film. Hilda Springher, just back
from the revue stage, where she
led her own company, and Clara
Tabody, young Hungarian acress
who made hit in the Italian version of 'White-Horse Inn,' will be
starred with Falconi.

24th St. N. Y. Translaver.

New York Theatres



PARAMOUNT TIMES

"The Big Broadcast of 1937"

BADIO MUSIC HALL "ADVENTURE IN MANHATTAN"

MAGNIFICENT BRUTE'

WALTER HUSTON "DODSWORTH" with MARY ASTOR

ARTITED RIVOLI WAY

CAPITOL H The DEVIL IS A SISSY' FREDDIK BARTHOLOMEW IE GOOPE ICKEY BOONEY IAN HUNTER

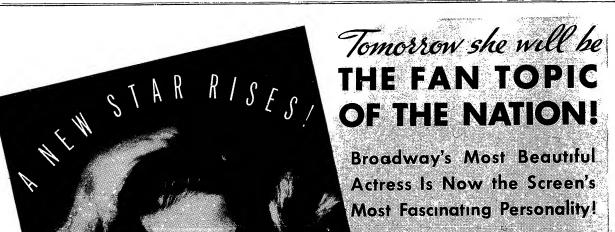
A SEPARATE POPULAR PRICES "The GREAT ZIEGFELD" lus! VAUDEVILLE

M.C.M's GREATEST PICTURE! Anna SHEARFR Leadie HOWARD Romeo ™Juliet

9th WEEKI 310 2.5 , 3.55. Sun by 3.5 , 3.55 Sun by 3.5 Sun by 3.5

Marion Davies Clark Gable "CAIN AND MABEL"

Hear the No. song hit - "I'll You a Thousand Love Songe



Miss Nolan's build-up has not been in yain. The New Universal has set a high mark in comedy with "The Man I Marry!"

Miss Nolan brings a new and refreshing personality to the screen!

Los Angeles Times

A promising and personable newcomer! **Hollywood Reporter**

A credit to New Universal!

Showmen's Trade Review

with MICHAEL

CHARLES "CHIC" SALE NIGEL BRUCE SKEETS GALLAGHER MARJORIE GATESON CLIFF EDWARDS GERALD OLIVER SMITH

Directed by RALPH MURPHY Associate Producer VAL PAUL

ROGERS EXECUTIVE PRODUCER

Studio Placements

Hollywood, John Merton, 'Wild Horse Round-up,' Ambassador. Elizabeth Jenns, May Robson, Andy Devine, 'A Star Is Born,' S-I. Peter Hobbes, Love Under

Peter Hobbes, Love Under Goldwyn.

Roy D'Arcy, Ernest Piedra, Donald Reed, Ralph-Forbes, Halli Linda, Paul Hurst, James Aubrey, Ben Alexander, George Regls: Charles Hutchinson, directing, The Man Without a Country, Chadwick.

Leo Carrillo; Gene Towne, Graham Baker scripting, 'History Is Made at Night,' Wanger.

Lionel Houser, added dialog,' reat Guy,' GN.

Horace, Murphy, 'Lawless Land.'

Guy,' GN. Horace Murphy, 'Lawless Land,'

Supreme.
Rochelle Hudson, Michael Whalen,
Douglas Fowley, Thomas Beck, Alan
Dinehart, Virginia Fields, 'Peach Edition,' 20-F.

scripti Barriers Burned Away,
20-F.
Bob St. Angelo. Art Dupuis,
Goerge Hickman, Ron Wilson, Lester
Dorr, Dick Scott, Jack Gardner,
Frim Short, Robert Keats, Babe
Green, Mike Lally, Bud Geary, Frant
Dor, Bason Lestings, Gene Morgan,
Jack Carlyle, Eddie Cobb, Bob
Burns, Joe Rickson, Dick Rush,
Dodge City Trail, Col.
Ruth Gwen, Myra Marsh,
Ing, Safari in Paradise, Col.
Bud Geary, Sam Luffd; Bill Lally,
Counterfeit Lady, Col.
Don Rowan, The Deptits Below,

t. Leo Carrillo, romise to Col. Harry Harvey, 'Lady of New York.'

Col. Vivi untitled short.

Col.
Vivi untitled short,
Col.
Dorothy Bennett, screen play, 'Life
egins with Love, 'Coll.
Zeni, Vatoria, Ray Mayer, ruce
Burroughs, Four Esquire Boys, Top
of the Town, 'U.
Jonathan Hale, Libbey Taylor, Al
Jonathan Hale, Libbey
Libbey, March Hall, Lewis
Libbey, March Hall, Lewis
Jane Wyath, Service De Luxe, U.
Jane Wyath, Service De Luxe

Elsbeth Dudgeon, Joe Picorri,

MG.
Elsbeth Dudgeon, Joe Picorri,
milic, MG.
Holley MG.
Lioned Berrymice. Janet Beecher,
Lioned Berrymice. Janet Beecher,
Lioned Berrymice. Janet Beecher,
Loren Berrymice. Janet Beecher,
Ing. Skidding, MG.
Richard Powell, George
Love on the Run, MG.
Richard Powell, George
Love on the Run, MG.
George Zucco. Parhell, MG.
Billy Lee, James Conlin, 'Arizona
Mahoney, Par.
Harry Hayden, Harold Minjir, 'Colgee Hollday, Par.
Ber Derber, Beld Salem, Par.
Prances. Farmer, 'Wallkik Weding, 'Par.
Jean Dixon, Mitchel Leisen directing, 'Morning, Noon and Night,'
Par.
Charles Locher, Mi Your Own
Msaddy Correll,
Manday Correll,
Manday Correll,
Manday Correll,
Manday Correll,
Manday Property Hannings ProRobert Florey.

Maddy Correll,
Major,
Robert Florey, Happiness Preferred, Major,
Waldemar Young, screen play,
titled original, Major,
Guy Usher, William Stark, Ken
Thompson, John Marsten, William



"Arne's presentation is thrillingly differ t. Four bows demanded."—Buffele Courier

Williams, Erik Rhodes, Harry Wilson, Otto Yakomi, Brooks Benedict, Gladdin James, Fay Holderness, Francis MacDonald, Hooper Atchley, Claire McDowell, Bob Freeman, Jerry Fletcher, Walter Downing, Herrick Herrick; Criminal Lawyer, RKO.

Herrick Herrick Criminal Lawyer, RKO.

Three Stooges, untitled sh. Col. Marcus Goodrich, untitled original, Par.

William Saroyan, screen play, untitled original, Par.

Edward T. Lowe, screen play, untitled original, Par.

Edward T. Lowe, screen play, untitled original, Par.

Edward T. Lowe, screen play, untitled original, Par.

H. Berenness onal Lady, Par.

H. Berenness pipting, Caviar for His Excellency Par.

Marguerite Roberts

Marguerite

Supreme.
Rochelle Hudson, Michael Whalen,
Douglas Fowley, Thomas Beck, Alan
Dinehart, Virginia Fields, 'Peach Edition,' 20-F.
Davidson Clark, Salty Holmes, Edi
die Waller, Herbert Ashley, Tom
Mahoney, Hilda Baughn, Otto Fries,
Victor Killan,' Banjo on My Knee,
20-Fettrude Astor, Evelyn Mulhall,
Sars Edwards, Maude Eburne, Frank
Yacsonelli, 'Reunion,' 20-F.
Charles Crocker-King, Barlowe
oriand, Vernon Skeele, George Renevant, Jean De Briac, Winifred Harris, William Edritt, Eric Lonsdale,
'Lloyds of London,' 20-F.
Andre Cheron, Frederick
'Lloyds of London,' 20-F.
Andre Cheron, Frederick
remann, 'One in' a Million,' 20-F.
Andre Cheron, Frederick
'Reman, 'One in' a Million,' 20-F.
Joan Davis, 'Holy Terror,' 20-F.
Joan Busch, Richard Collins
scripti Barriers Burned Away,'
20-F.
Niven Busch, Richard Collins
scripti Barriers Burned Away,'
20-F.
Bob St. Angelo, Art Dupuis,
Bob St. Angelo, Art Du

Stymie Beard, Penrod and Sam, WB.
Donald Crisp: William Keighley directine. The Prince and the Pauper, WB.
Lossey Robinson.
Panara Canal WB.
Ponara Canal WB.
WB.
Mary Russell, Harry Tenbrook Mewt Kirky, George Pluse, Eskell Perry/Yakima Canutt, Christine Malei Theodore and Katharine Frye, Beverly Luff, Tamara Kauf, Hooper Atchley, Mitchell Jngraham, Forbes Murray, Burr Carruth, Roarin Lead, Rep.
Hale, Jed Prouty, Howard Brooks, Lee Port Bob King, Sam Long, Stanley Andrews, Happy Go Lucky, Rep.
Martin Fause, Monte Vandergrift, Richard Beach, Wade Boteler, Anthony Merrill, William Newell, Goorge frying, race Durkin, Edgar Allan, Mary Russell, Carleton Allan, Mary Russell, Carleton Markety, Rep.
Lew, Kelly, Cornelius, Keefe, Max Hoffman, Lon Chaney, Jr., Merrill McCornick, Abe Lefton Marc Kramer, Frankie Marvin, Tien, Seneer, Bob, Nolan, Ned Sive, Huch Farr, Bob, Nolan, Ned Sive, Huch Farr, Rob, Nolan, Ned Sive, Huch Farr, Rosewelf, Lymton Brent, Old Cortal, Roc.

Victory,
Alice Lake, 'Nobody', Haby,
Roach,

CONTRACTS

Hollywood. Oct. 20:-Tess Siessinger, fabbed: to ferm writing ticket at Goldwyn. Universal signed Zeni Vatori för stretch.

writing ticket at Goldwyn.
Universal signed Zeni Vatori för
stretch.
New contract handed James Stewart at Metro.
Donald Crisp sealed to termer at
WB.
Metro signed George Sayre to
writing pact.
Harry Sherman sealed tephen
Mozuh- For Lifted William Conselman's optioned writing pact.
Metro topione writing pact.
New termers handed out at Metro
O George Seaton and Robert Pricosh
writers; Joseph Newton, assistant
director: Natalle Garson and Lograine Bridges, players.
George Hassell termed at 20thFox.
Contracts with Wally Westmore.

George Hassell termed at 29th-Fox.
Contracts with Wally Westmore. Chief of makeup: Colin Tapley, actor, and Terry Ray, junior actress, re-newed at Par.
Mady Correll sealed to termer by Major.

STORY BUYS

Hollywood, Oct. 20.

George O'Brien bought 'Life of
General Kosciusko' from Richard
Boleslawski. O'Brien will produce
with George Hirliman.

Life Begins with Love' purchased by Col from Dorothy Bennett.

Mervyn LeRoy bought The Great
Crooner; and Douglas MacLean acquired Face the Jacks. Not need
by Clarence Budington Kolland.

TITLE CHANGES

General Hollywood, Oct. 20.

Wanted: Jane Turner' at RKO.

Between Two Loves' will hit re-lease sheet as 'Beware of Lodics' at Rep.

Beloved Energy' new handle for 'Love Under Fire' at Goldwyn.

Dozen Adagio Dancers Hop in U's 'Top Town'

Hollywood, Oct. 20.
Universal, has sigged 12 adagio dancers for Top of the Town.
Terpies are Marguerite Perry, David Rochelle, June Ball, George Ball, Donna Lee, Bebe Banick, Harvey Karels, Robert Perry, Dolores Lamar, Lez Demarofi, Irma Jean Sofar and Herman Lester.

Hoot Gibson-Dave Thomas To Produce 8 Mesquiters

To Produce 8 Mesquiters

Hollywood, Oct. 20.

Hoot ibson and David Thomas have organized Occidental Pictures, Inc., to produce eight gallopers featuring Gibson: Pictures will be relased after Jain. 1.

The Dude Ranchers, will be the first, Authur Rosson directing from his orig. Three Stooges (Howard, Fine and Howard) will carry the comedy. Space will be leased at Talisman with outdoor stuff being snapped at Gibson's ranch.

Steiner Scores 'Horizon'

Hollywood, 20.

Max Steiner has been borrowed by.
Columbi from Selznick-International to score Tost Horizon.

Hall Johnson choir, loaned Col. by
RKO, ill do background, Dimitri
Tiomkin wrote the music.

Thompson and Swenson Pinch-Hit for McCarthy

Pinch-Hit for McCarthy
Lester Thompson and Joel Swenson are carrying on the advertising
advisory department work at the
Hays office in the East while J. J.
McCarthy, head of this division, is on
the Coast.
While in Hollywood, McCarthy will
obtain a closer and more economical
check on stills used by member companies in advertising and publicity
work. Heretofore, the stills were
made up in full and shipped to N. V.
for approval at the Hays office. Under the new arrangement, check can
be made on the ground floor, probably at a saving to producers. Press
sheets, posters and other ad material
will pass through the eastern office
as in the past.

Levinson Heads Tech Branch of Acad 5th Time

Hollywood, Oct.

Maj. Nathan Levinson of Warners he been elected chairman of the technicians branch of the Academy of Motion Picture Arts and Sciences for the fifth consecutive time.

Within past year, branch membership has jumped by 102 technicimaki tofal 327. Branch cludes 83 art directors, 23 ment division, 36 film editors, photographers and 94 soundmen. Exec committee has approved additional list of 49 men to be asked to join outfit soon.

PIX GIVEAWAYS **STARTING TO EASE OFF?**

Various forms of lotteri giveaways, the bane among exhibi-tors in the last two years, now ap-pear to be headed on the way out. Industry leaders in the last months have sensed; a dwindling public interest in these gambli nights. Chicago promises to be the battle-ground where the first sweeping

nights.

Chicago promises to be the hattle-ground where the first sweeping death blow may be dealt out. The manner in which the Illinois metropolis has been running wild on alleged lottery and giveaway stunts has been the talk of the industry for months. Installation of double feature policy throughout Chicago now looms as an instrumentality in easing out the games of chance. Some tradeobservers visualize the dual set-up as one way of abolishing the stuntinghts.

There's no question but the glamour, has worn off, in many spots. The build-up of letting a parron in on a \$200 cash award by paying only 25c no longer holds the old appeal. The 20-minute clowning by a house manager, who often is no vaudevillian, no longer is funny.



YOUR PATRONS WILL GET NEW THRILLS FOR THEIR EARS WHEN YOUR THEATRE IS EQUIPPED WITH MIRROPHONIC SOUND

Box-office dollars are proving, with every MIRROPHONIC installation, what E. R. P. I. promised month ago: "MIRROPHONIC'S epoch-making sound reproduction, with its

MIRROPHONIC IS:

Coordinated Service Backed by E.

· Scientifically Installed to fit your

ilable on a convenient Step-by-Step Modification

powerful exploitation campaign, brings to exhibitors everywhere the first new largescale money-making opportunity Western Electric first gave sound to the silent films!"

Box-office dollars are proving, in terms of actual gash, that it pays to extract the last "ounce" of quality from every picture — that with MIRROPHONIC greater grosses attend every presentation!

And box-office dollars are proving that increased receipts from only a few pictures quickly pay for a change to the world's new standard of reproduction excellence!



SOUND SYSTEM

WORLD





"This musical extravaganza has practically everything that ever went into screen entertainment."

-FILM DAILY

"The new Hirlicolor process adds considerably to this musical melodrama of Latin America ... Action, romance and lively comedy also enliven it . . . Gorgeous outdoor shots in soft greens, blues and orange will bring in most favorable word-of-mouth publicity... The players are in every way capable."

"Musical comedy in color ... alter--- BOXOFFICE nately robust and romantic."

GEORGE A. HIRLIMAN PRODUCTION IN FULL NATURAL COLOR

DAMITA ED KEATING

JEAN CHATBURN . TIFFANY THAYER

Presented by EDWARD L. ALPERSON Directed by CRANE WILBUR Screen Play by CRANE WILBUR
Photographed entirely in HIRLICOLOR
ARTHUR DREIFUSS, Dance Director

BACKED BY NATIONAL TIE-UPS!

Lux Soap Day and Date Co-op Plan . . . Richard Hudnut Class Campaign . . . "DIABLERO" (South American Devil Dance) Dance Campaign Put on by Thomas E. Parson, "Radio's Dancing Master", who put on the Astaire-Rogers "Piccolino"—

AND 100 OTHER NATURAL TIE-UPS!

A GRAND NATIONAL

ARREST BERGER ON 'MARIHUANA' **SEX-DOPE PIC**

Minneapolis, Oct. 20. The municipal court here has taken under advisement the case of Bennie Berger, independent chain operator, charged with showing an operator, enarged with showing an indecent film. Marihuana, 'sex-dope icture, at his Time, loop first-run sure-seater here. If found guilty, Berger is subject to a fine of \$100,30 days in the workhouse, or both, and his theatre license may be revoked.

The complaint against Berger was sworn out by Mrs. Blanche Jones, police matron. Prior to this Mayor Tom Lattimer had refused to accede to the request of a women's group to stop the picture. Berger pleaded not guilty and was defended by S. P. Halpern. Mrs. Jones and other witnesses for the prosecution cited various alleged objectionable scenes in the slim. Halpern also had witnesses who testified that the picture contained a valuable lesson' and is not indecent. He argued that it must be judged as a whole, instead of having particular scenes attacked.

Marihuana' did big business for two and a half weeks sat the Time

tacked.

Marihuana' did big business for two and a half weeks at the Time. It was yanked in the middle of the third week after the Berger arrests and when the squawks were getting too numerous.

N. Y. Film Critics Circle **Admits Second-Stringers**

Admits Second-Stringers
New York film critics reconvened
for their Film Critics Circle Monday
(19) and elected William Boehnel of
the N. Y. World-Telegram as chairman. Leo Mishkin of the Telegraph
was renamed secretary. Rochnel replaces Thornton Delehanty, resigned
critics of the Post.
Group decided to admit secondstring critics to membership, John T.
MacManus of the Times, Robert
Garland of the American, Margaret
Talezaat of the Herald Tribune,
Wanda Hale of the News and Irene
Thirer of the Post being admitted
in that category. New first-string
film critics admitted are Howard
in that category. New first-string
film critics admitted are Howard
Archer Winsten of the Post. Elleen
Creelman of the Sun remains the
only critic out
the group's lack of dignity.'
Organization decided to continue
naming best picture of the year, but
to advance the award, decision to be
given out at a banquet the first week
of January. Richard Waits, Jr., who
quit the film critics ranks this summer by taking over the drama assignment on the Herald Tribune,
was asked to preside at the award.

Doubles with Meg

Hollywood, Oct. 20.
George Hirliman, producer, is
turning director.
He'll meg his own story, 'Flop
House,' which goes into work
shortly,

shortly.

Hirliman contemplates making a quota picture for GN in Great Britail Louis Rantz and Charles Hunt, production assistants, are planning trip to London to start the ball rolling.

Yanks' Star as Tarzan?

Star as Tarzan?

Hollywood, Oct. 20.

Sol Lesser is trying to sign Larrupin' Lou Gehrig, first-baseman for the Yankees, whom the producer has pegged as the perfect jungle man. Negotiations are on with Christy Walsh, who bandles the biz end for Gehrig. Lesser wants him for a Tarzan pic.

Harzan pic.

If the deal is closed and tests are
okay, Gehrig will swing from the
trees for the next five years.

LARSON'S SWEDISH PIC OK

MARSON'S SWEDISH PIC OK
Spokken, Oct. 20,
When Einar Larson, local newspaper man, brought 'Walpurgis Night,'
Swedish talker, here for showing, he
revealed that the film had a birthcontrol theme. Censor board heard
about it and wanted to rule on it.
But they didn't have who
could talk Swedish.
Larson persuaded them to let him
censor it. He passed it.

Advance Production Chart

Production climbed back to normal last week with 45 features before the cameras, leaving 79 in the cutting rooms and 80 in final stages of preparation. Seven new features were started, with only two previewed than 40 new pictures to swing into production.

Columbia

Six in work, 10 editing, nine preparing. In work:

THE DEPTHS BELOW, reported VARIETY Sept. 16: SAFARI IN PARABISE, and TOODGE CITT TRAIL, reported Oct. 7: INTERLUDE, reported
Oct. 14, and started last week:

"WOMEN OF GLAMOUR, produced by Everett Riskin, directed by
Gordon Wiles from original and screen play by Lynn Starling and Mary C.
McCall, Jr. Cast: Melvyn Douglas, Virginia Bruce, Leona Maricle, Reginald
Denny, Pert Ketton, Mike Morita, Maurice Cass.
Siery concerns painter who, seeking the unusual type, picks up girl from
the street and treats her as any other model until preschment of his
philosophy on life changes the girl's whole aspect on lite and eventually
actraomate of a romance with the artiest best friend. This svolves into
dramate for the birl returning to Rest friend. This svolves into
dramate original by Harold Skommer, alphoraby. Thomse Van Dycke.
Cast: Joan Perry, Ralph Bellamy, Douglas Dumbrille, Geom McKay, Gene
Morgan, Henry Mollison, John Tyrell. John Piccori, Max Hoffman, Je,
Wade Boteler, Pillip Ahn, Richard Terry, Joe Twerp, George Pearce,
Edward LeSaint, Kermin Cripps, Don Brody, John Harrington, Frank
Marlow.

Steery centers around daughter of jeweler who sets out to find stalen

Marlow. Sesaint, Aermin Cripps, Don Brody, John Harrington, Frank Marlow. Senders around daughter of jeweler who sets out to find stolen that belongs to her father. She traces it to a jewelry house which the belongs to her father. She traces it to a jewelry house which the property of the stoleng search of

Metro

Six in work, seven editing, 16 preparing. In work:

*BORN 70 DANCE, reported VARIET July 22; "CAMBLEE," reported
Aug. 12; "MAYTEME," reported Scpt. 2; "A DAY AT THE RACES, reported
Scpt. 16; "AFTER THE PHIN MAN," and CAFTAINS COURAGEOUS," reported Oct. 7. No new line seems of the work.
Only picture set to start use of the seems of the work. John M. Stahl
producing and directing, Cast thus fart, Joac Crawford, Clark Gable, Edma
May Oliver, Billie Burke, Edmund Gwenn, Montagu Love, Donald Crisp,
All Marshall, Berton Churchill, Brandon Tynan, Neil Fitzgerald, Phyllis
Coghlin, Pat Moriarity, Byran Russell.

Paramount

Six in work, eight editins, eight preparing. In work:

"MAID OF SALERS, reported Sept. 22, "COLLEGE HOLIDAY, reported Sept. 23," ARIZON IN MAINTY Sept. 2; "COLLEGE HOLIDAY, reported Sept. 23," ARIZON IN MAINTY Sept. 2; "COLLEGE HOLIDAY, reported Sept. 23," ARIZON IN MAINTY SEPT. 23, "ONE MAN'S BONUS," reported Oct. 4. Stated lars we reported Sept. 39," ONE MAN'S BONUS, reported Sept. 24, "A MAN AND A WOMAN," produced by B. P. Schulberg directed by Richard Wallace, no writing credits. Cast Edward Arnold, Francia Larrimore, George Bancroft, Gail Patrick, Sidney Blackmer, Jonathan Hale, Alleen Pringle."

Stery centered around recent drought in Kansas, Edward Arnold big lumber baron accused of bringing about this condition by removing imber from the land, To save his face with his many friends, he returns and attempts to reclaim the land by planting it with wheat only to lose the him from becoming a marty; the love for the woman who tried to keep him from becoming a marty. The product of the woman who tried to keep him from becoming a marty. The product of the woman who tried to keep him from becoming a marty. The product of the woman who tried to keep him from becoming a marty. The product of the woman who tried to keep him from becoming a marty. The product of the woman who tried to keep him from becoming a marty of the love for the woman who tried to keep him from becoming a marty. The product of the woman who tried to keep him from becoming a marty of the love for the woman who tried to keep him from becoming a marty of the love for the woman who tried to keep him from becoming a marty of the love for the woman who tried to keep him from becoming how the love for the woman who tried to keep him from the love for the woman who tried to keep him from the love for the woman who tried to keep him from the love for the woman who tried to keep him from the love for the woman who had been him from the love for the woman who had been him from the love for the woman who had been him from the love for him from the love f

RKO-Radio

'OUR MISS KEANE,' MORNING, NOON AND NIGHT,' ! MANCE,' and 'BETTING FEVER.'

Four in work, 12 editing, eight preparing. In work:

'UNTITLED LHLY PONS,' reported Variety. Sept. 30; 'QUALATY
STREET,' reported Oct. 7; 'CRIMINAL LAWER,' reported Oct. 14, and
'EAINBOW ON THE HIVER which started last week, Sol Lesser producing, Kurt Neuman directing, original by Mrs. C. V. Jamison, screen play by Earl Snell and William Hurbut, dialog by Clarence Marks. Cast.
Bobby Breen, May Robson, Charles Butterworth, Louise Beaver, Eemita Hume, Alan Mowbray, Henry O'Neill, Marilyn Knowlden, Lillian Yarbo, Steimie Beard, Hall Johnson choir.

Med Johnson choir.

West Johnson Choir.

Steimie Beard, Hall Johnson choir.

West Johnson Choir.

Steimie Beard, Hall Johnson choir.

West Johnson Choir.

Steimie Beard, Hall Johnson choir.

Johnson Choir.

Steimie Beard, Hall Johnson Choir.

Johnson

Republic

Twe in work, is editing, 12 preparing. In work:

"THE BIG SHOW, reported Valuty Oct. 7; and 'HAPPY GO LUCEY,'
reported Oct. 14. No new pictures stated last week.

To start this week are BOARIN' LEAD,' Sol Siegel producing, and Sam
Newfield directing. 'OLD CORRAL,' Armand Schaefer producing and
Joseph Kame directing, and 'THE CHINESE ORANGE MYSTEEY,' Victor
Zobel producing and Raiph State directing, To follow within month are
'SPECIAL. OEDRES,' with Herman Schlom producing. 'MICHAEL
O'RALLOBAN,' Victor Zobel producing, and 'TWO YEARS BEFORE THE
MAST' and 'STEAMBOAT MAEY' with Al Levoy producing.

20th-Fox

Eight in work, four editing 18 preparing. In work:

"EUNION" and "LLOYDS OF LONDON," reported Varinty Aug. 18;

"CALEER WOMEAN," and "CHARLIE CHAN ART THE OPERA," reported
Sept. 21; "ONE IN A MILLION" and "STOWARVAY, reported Sept. 30;

"RANJO ON MET ENEE, reported Oct. 7; "CRACKE-UP" reported Sept. 30;

"RANJO ON MET ENEE, reported Oct. 7; "CRACKE-UP" reported Oct. 14.

Na new pictures started last week.

Readied to start next are: "THE HOLY TERROR." to be produced by
John Stone, directed by James Tinling; "PEACH EDITION," Sol M. Wurtzel
producing and Allan Dwan directing; "LIVING DANGEROUSLE," Kennel
Maggowan producing and George Marshall directing; "ON THE AVENUE,"
Gene Markey producing and Roy del Ruth directing, "ON THE AVENUE,"
Gene Markey producing and Roy del Ruth directing, "ON THE AVENUE,"
SLAVER to be produced by Nunnally Johnston and directed by Tay
Garnett, and remake of 'SEVENTH HEAVEN."

United Artists

Two in work, two editing, ave preparing. In work:
"BELOVED MARY, formerly 'LOVE UNDER FIRE' reported VARIET'.
Sept. 9 and 'WE LIVE ONLY ONCE, 'reported Oct. 7. No new pictures started last week.
Readied are 'ADVENTURES OF TOM SAWYER' to be produced by Schmick-International and HISTORY IS MADE AT NIGHT' to be produced by Maler Wanger.

Warners

Eight in work, 13 editing, 16 preparing. In work:
"MOUNTAIN JUSTICE," reported VARIETY Sept. 16; "READY, WILLING
AND ABLE," ANOTHER DAWN and TENROD AND SAM," reported
Sept. 30; SAN QUENTIN and "SAD MAN'S TERRITORY," reported Oct.
7; and started last week:
"JUSTICE AFTER DARK," being produced by Bryan Foy and directed
(Continued on page 70)

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 1935-38 program.	Total to be delivered by Aug. 1, 1937.	Number completed for new season.	Pictures new in work.	Pictures now in cutting rooms.	Balance yet to go before cameras.	Total pix in prep- aration.
COLUMBIA LATTY Darmour METRO Hal Reach PARAMOUNT B. P. Schuiberg Emanuel Cohen R. A. Rewland Harry Sherman Frank Lloyd RKO-RADIO David Leew Ges. Hirliman Sol Lesser. REPUBLIC SHEEL SHEEL SHEEL UNITED ARTISTS Sam Goldwyn Waiter Wanger. Selznick International Pickford-Lasky Reliance Elisabeth Bergner.	8 48 48 8 8 8 2 6 1 3 2 2		59		•	10	35 6 24	8 1 3
Criterion Films. Korda London. UNIVERSAL Buck Jones. WARNERS		12		65	° i≟ .	 :	ايت	7 1 10

EDNA FERBER'S BEST-SELLING NOV BECOMES THE MOST

THE excitement and the sweep of life and love in the timberlands of the north, a passionate chronicle never before pictured on the screen... as tenderly romantic as only the author of 'Show Boat' and 'Cimarron' could tell it... truly grand scale entertainment in the Samuel Goldwyn tradition.

S A M U E L GOLDWYN

presents

EDNA FERBER'S



Mady Christians • V
Directed by HOWA

EXCITING FILM OF RECENT YEARS!



RNOLD MCCREA · FARMER

Meter Brennan • Frank Shields • Andrea Leeds • and a cast of thousands

HAWKS and WILLIAM WYLER • Released thru UNITED ARTISTS

CAUTION URGED BY MOST WITNESSES; F. C. C. LIKES INDIVIDUAL MERIT POLICY

Shaking of Established Set-Up Deplored by Indus- CURB NETWORKS, GIVE try-Even Super-Power Advocates Prefer Take-It-Easy Tempo on Reallocation

Washington.

No general realignment of the industry, such as occurred after the is expected to result from current Federal Communications Commission hearings on of basic theories and existing

regulations.

Commish will follow of considering every individual case on its own merits, instead of hand ing out new power frequency franchises to large groups of stations the industry now predicts.

the industry now predicts. Weeks
even months of proceedings
probably will be required before any
concrete effects of the two-week discussions are seen.
Virtually every spokesman before
the Commish during the past fortnight has advocated the government
agency move slowly before modernizing the present rule book. Eventhe advocates of super-power have
voiced a belief that the F.C.C. should
take it easy i authorizing present
clear-channel transmitters to up their
wattage to 500 kw, and the regional
group, although uncompromisingly. group, although uncompromisingly opposed to juice raises for exclusive transmitters, has subscribed to the idea that advantages and disadvantages in each instance should be thoroughly weighed before boosts are authorized.

Obsolete Tables

There has been a similar attitude on the question of changes in tech-nical regulations. While a number of effgineers have suggested the mile-age separation tables are obsolete and others have said there is no need for 50 kc separation of transmitters in the same locality, practically every exponent of these changes has quali-fled his recommendations with rec ommendation that more research be

Reallocation Ends

Washington, Oct. 20. ications late today (Tuesday) promised that the 1936 reallocation hearings before the Federal Communications Commission would wind up tomorrow noon (Wednesday).

Commish today heard the testimony of various little stations with grievances or points of view they waited three weeks to present.

ing be allowed without particular

ing be allowed without particular heari
Viewpoint of most of the industry was expressed concisely last week by Lenox R. Lohr, president of NBC, who said the idea of an entirely new deal is intriguing. Remarking that, with only 100 channels available, the Commish might divide and subdivide, shuffle and reshuffle as long as it pleases, but the result inevitably must be the improvement of some stations and the injury of others. He summed it all up with the remark that "we perceive no as substantial benefit to the public as a whole or to the industry whiffe, could be accomplished by any such reallocation."
From the questions asked by Commish members and Chief Engineer T. A. M. Craven, it has been taken for granted that a conservative approach to the possible solutions of outstanding problems is to be expected. Craven has been energetic in asking whether 500 kw operation on a broad seale might not result in international complications, whether the listening public is ready for radical innovations, and whether ample economic data is at hand.

Because of the diversity of opinion on many leading issues and the interest of the Commish in social and economic phases, it would not be surprisi if few immediate changes result and if a whole series of result and if a whole series of result in the propersion occur. More research appears to be one of the inevitable outcomes of the confab, not merely because it offers an easy out for the regulators but because even the industry people have stressed the need for more complete dope on a wide variety of topics.

Lohr's Five Points

Washington, Oct. 20, Lenox R. Lohr, NBC prez, recommendations to the F.C.C.

recommendations to the FCC, are:

(1) Extend license period to three-year maximum for sake of economic stability.

(2) Prevent further breaking down of cleared channels and impose restrictions which will prevent exclusive franchise holders to render better and more extensive service.

(3) Eliminate any maximum power regulations on clear channels, but do not make wholasale boosts to 500 kw.

(4) Raise night power of resionals to 5 kw.

(5) Increase power of local stations whenever technical and economic factors warrant.

SPONSOR VIEW **GIVEN BY GOUGH**

Washington, Oct.

Allocation of broadcasting

ties on a basis of audience coverage rather than distribution according to

ties on a basis of audience coverage rather than distribution according to population or geographical area, was recommended to the Federal Commission Commission Isast week by Hearst Radio spokesmen. Contending that Commiss must give most thorough consideration to economic phases of broadcasting. Emil J. Gough, Hearst vice-prez, pointed-out that advertisers are primarily concerned about the size of the audience which can be reached with their appeals. Since the future of the business depends on ability to transmit sponsored programs to potential customers, the Commiss should recognize the fact that stations must be distributed according to the number of receiver-equipped homes and general trading areas, Gough argued.

The advertiser is first and basically interested in the intensive coverage of his primary markets—those markets in which the greatest number of people with the most buying power either reside or buy, 'Hearst exec explained.' Only following this is he interested in the wider coverage of extensive areas. This is even the case with regard to national network advertising, the greatest economic value of which is that of mak-

the case with regard to national net-work advertising, the greatest eco-nomic value of which is that of mak-ing possible the simultaneous cover-age of primary markets.

"The advertiser finds a broadcast-ing station of value if it is located in a market which is economically im-portant to him, and if the station is able to cover that market in a satis-factory manner."

INDIES BREAK-SUTTON

Washington, Oct. 20.
General power increases for regional and local stations and duplication of transmitters on clear channels was advocated Monday (19) as
means of correcting inequalities and
inadequacies of the 1928 allocation

plan.

Speaking for a score of low-power stations, George O. Sutton, former Federal Badio Commission engineer, called for major changes to cuts dominance of chains and insure economic use of air facilities, Sutton said more frequencies should be n available for regionals and local

more frequencies should be made available for regionals and locals to relieve present congestion and improve reception.

Urging flexibility in Federal regulations, Sutton scored the present set-up as too rigid and said the 1928 allocation not only gave no consideration to social and economic phases of broadcasting but applied limited knowledge to the industry on a permanent basis. Former F.R.C. employee scored the quota system and said listener requirements have been too long overlooked.

Undue prominence has been given to c.c. transmitters, Sutton maintained, with result that balance is lacking and unreasonable congestion has both limited service and prevented growth. No consideration has been given, he pointed out, to the different size of service areas, while mileage separation tables often have been disregarded and the time-sharing principle has proved generally unsatisfactory.

often have been disregarded and the time-sharing principle has proved generally unsatisfactory.

Duplication of local stations on cleared chamels would end congestion and open up a way for needed power raises which will enable local transmitters to reach greater proportion of their natural audiences, he said. Horizontal power boasts will not eliminate crowding or solve present interference problems, Sutton said.

MILLION-WATT RADIO-MAYBE

Washington, Oct. 20. Titanic powe of 5.080,000 watts

Titanic power of 5,080,000 watts within five to 10 years was forecast last week by Arthur Van Dyck, engineer in charge of R.C.A. license laboratory, during highly technical discussion before F.C.C.

Noting, that broadcasting began with 50-watt transmitters and single circuit receivers, he traced advance of the art until 50 and 500 kw transmission, is practical and eight-circuit receivers are in widespread use. It is reasonable to expect that 5,000 kw plants, with correspondingly better receivers, will be perfected in the immediate future, he said.

Joe E. Brown's Postum

Hollywood, Oct. 20.

*Joe E. rown is being auditioned at NBC studies by Young & Bubi-

Limited Hour Operation a Hardship, WTIC, KVOO, KRLD Tell Commish

Washington, Oct.

End time-sharing was sought last week from Federal Communications Commission by limited-time stations which claim the custom of dividing up the clock is a costly, uneconomic practice.

dividing up the clock is a cosm, economic practice.
Urging further latitude in simultaneous and synchronous operation, spokesmen for three stations which have restricted assignments—KVOO. nave restricted assignments—KVOO. Culsa: WTIC, Hartford, and KRLD, Dallas—said some solution must be found unless economic burdens are to force limited-time transmitters of busine

out of business.

With complaint that the present allocation of radio frequencies is i - adequate to serve public or to keep

abreast technical developments which may revolutionize the business, William B. Way, representing KVOO, called for reallocation of enough transmitters to relieve consestion in the center of the country, horizontal power rises for regional and local outlets, and utmost use of clear channels without restrictions. clear channels without restrictions on technical advances.

on technical advances.

Immediate steps should be taken
to wipe out the need for time-sharing on exclusive frequencies, Way
contended in appealing for east-west
duplication. Under the present setup, these limited transmitters are
given an economic handicap which
denies a fair opportunity to recover

(Continued on page 49)

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	3,025,308	2,507,890	1,907,463	
April	2,729,376	2,682,143	2,373,890	1,690,177	
May	2,565,920	2,691,513	2,472,594	1,662,887	
June	2,345,843	2,380,845	2,177,857	1.512.139	ŧ,
Iuly	2,429,983	2,268,935	1,864,420	1.370,993	
August	2,422,431	2,021,366	1,735,555	1,407,843	
September	2,886,637	2,163,317	1,860,166	1,555,606	
Total	\$23,805,506	\$22.826.783	\$19.595.676	\$14 719 777	

	(CBS		
•	1936	1935	1934	1933
January	\$1,901,022	\$1,768,949	\$1,405,948	3941.465
February	1,909,146	1,654,461	1,387,823	884,977
March	2,172,292	1,829,553	1,524,904	1.016,102
April	1,950,959	1,615,389	1,371,601	775.487
May	1,749,517	1,287,455	1.255.867	624,256
June	1,502,768	1,066,729	925,939	553,056
July	1,292,775	910,470	620,290	445,414
August	1,236,588	879,019	513,315	499,639
September	1,840,052	1,086,900	700,491	547,203
Total	\$15,555,190	\$12,098,925	\$9,706,198	\$6,287,599

MUTUAL

Section 1.	1936
January	\$166,266
February	162,358
March	191,483
April	139,834
May	129,907
June	104,510
July	109,561
August	122,065
September	168,920
rotal	. \$1,294,904

Biggest September Since Web Radio Puts NBC and CBS Into High Gear

Repeats When Time Free Programs Picked Off Network

Philadelphia, Oct.

Prevented by local commitments from taking four of William Hard's from taking four of William Hard's five weekly programs at regular 7 p. m. airing, WCAU picks 'em up in control room, makes disks of 'em on own recording equipment and ethers 'em later same night. Three go over mike at 10.45, one at 10.30 and remaining session runs at regular 7 o'clock slot.

Station has been ittoing same procedure on Pontiac show for two weeks, but with local commercials cleared next week icks up that series straight.

Australian Church Irked By Judge Rutherford of B'klyn; He 'Insults' 'Em

Sydney, Sept. 29. Northern Rivers' Diocesan Synod is incensed and will ask the Federal government to ban the broadcasting of 'heretical lectures.' Ban is mainly of heretical lectures. Ban is mainly against lectures broadcast through commercial waxings by Judge Rutherford of Brooklyn, N. Y. Strong exception has been taken to certain statements made in these lectures, especially in regard to attacks upon the orthodox clergy and remarks called disloyal to the British Empire. Canada has also burned up at Judge Rutherford for similar reasons.

Whether Parliament will take any action remains to be seen because the lectures have been on the air here for some considerable time. It is presumed that any alleged dis-loyal statements by Judge Ruther-ford would be quickly nixed by officials connected with the station running the broadcast. Rutherford preaches the religion of Pastor Russell.

Francis Lederer's \$3,500

Frances Lederer has been spotted for a one-time broadcast on the Sears-Roebuck program, emanating from the CBS studios in Chicago the night of October 22. William Morris office set the deal. Lederer's salary for the one-timer will be \$3,500.

WCAU MAKES OWN DISCS
NBC's red (WEAF) link continued
in September to hold its lead over
Columbia, although the latter network registered a boost of 69.3%

Columbia, although the latter network registered a boost of 69.3% over the sales total for September '35. Gross for the two NBC networks last month was \$2.886.87, or 33.4% better than, it was in September of last month came to \$1.840.052, while the ted trail figured \$1.993.71. The blue (WJZ) link accounted for \$893.266. For both NBC and Columbia was the biggest September in history. Each expects to establish another record level for the current month, but what rates, particularly in the case of NBC, as the most significant angle about the September take is the strides made in day-time facilities sales. NBC took in \$767.028 from bookings of weekday daytime programs during the past month of September, as compared to the \$313,633 which was derived from such placements in September '35. Difference between the september is compared to the \$313,633 which was derived from such placements in September '35. Difference between 144.5%.

NBC's tally for September '35 was \$2.163.317, with the previous year accounting for \$1.800.168 and September, 1933. for \$1.550.606. Columbia did \$1,086,900 last September, \$700, 491, the year before, and \$547,203 for September, 1933.

STEWART ON MONOPOLY

Queries Lahr on Matter of Multiple Station Ownership

Washington, Oct. 20. putting arbitrary Desirability limit on multiple ownership of broadcasti stations was debated briefly at reallocation hearings last week as Dr. Irvin Stewart, chairman

week as Dr. Irvin Stewart, chalrman of F.C.C. telegraph anti-monopoly crusade.

Throwing out the idea of checking expansion by chains and large firms, Commissioner Stewart sought from Lenox R. Lohr, N.B.C. prez, expression on the advisability of a regulation which would limit the number of new super-power stations which might be owned by a single individual. The web exec refused to make a categorical answer, but said the matter ought to be considered in individual cases.

Lohr indicated a feeling that limits might be applied to prevent too much program duplicati

Mallery Chamberlin, advertising director of WMC and WNBR, Memphis, is spending two weeks in New York and Chicago.

5 REPS TACKLE CRITICISM

A Constructive Effort

Five station sales reps last week got together in New York and formed a group for the exchange of ideas and business leads and the formation of methods to improve the prestige and enlarge the client list of spot broadcasting. It is too soon to know what the dollars and cents outcome of such a move may ultimately be but it is not too soon to applaud this small group for being the first in their line to do something.

Meanwhile the condescending attitude of certain station reps which wrecked or paralyzed at inception every previous attempt to organize station sales reps has no place in this new attempt and should have no place in the broadcasting business reaction to the news. Sneers at constructive action will particularly ill become individuals who have heretofore blocked or refused to co-operate with others the common cause of spot broad-

Certain station reps have pretended to be 'amused' in a rather Certain station reps have pretended to be 'amused' in a ratherlofty and regal manner at the criticisms of trade practices heard
in recent months. They are bad actors. Their play-acting of
disdain was neither convincing as a performance or a credit to
the quality of the 'service' they were interested in performing.
A studied pose of indifference to criticism might well cause
station managers and owners to cogitate the implications of
such slow response to challenge that the reps were asleep at

Legitimate division of opinion may and does exist with regard to any single item of controversy in the sales rep puzzle. But a lordly waving aside of all station fault-finding with methods and results of their reps seems hard to explain except on the basis that some reps evidently still have a fly-by-night promoter attitude and don't think of their business as anything but a temporary golden opportunity to collect commissions the easiest way. They are selling the future of station operation short.

That the initiative has been taken by the group whose plans are reported in the news columns of this issue may suggest a number of things to the broadcast trade at large. It may suggest first of all that some station reps are using their noodles trying to think up new and better ways to improve spot broadcasting while other reps adhere to their traditional posture in swivel chairs.

It may also bring up again the question of how much of the business some of the larger reps take bows on, with their sta-tions, originates because of the enterprise and fighting salesman-ship of lesser reps who plant the seed of the tree from which a lot of apples ultimately fall into the lops of the do-nothing reps.

To benefit from the other fellow's effort and to kid stations that it's not the other fellow at all will only appeal to the city slicker type of mentality. In the end the stations themselves

LIBEL ACTION SUIT CHARGES MARXES **VS. CBS. RAND** AND TIME

roadcasting System Columbi -Rand and 'March of made defendants in \$100,000 slander instituted last week by Don Jackson, now a senior student at the University of North Carolina. Plaintiff brought Attorney George E. Quigley and Raymond Norris, formerly assistant U. Attorney

General, of Washington. Petition charges that 'March of Time' episode broadcast over CBS, Remington-Rand

last February covered alleged cheatin examinations at North Carolina U and that Jackson was represented as bei

Attorneys spotting Don Jackson as the exam cheaters was a case of mistaken identity and disavow that he was connected with the cheati affair. Suit was brought in the supreme court of New York county. CBS answer, filed Monday (19), disclaimed responsibility contending the company merely rented its facilities. Don Jackson as the exam

LIFTED 'DIBBLE-DABBLE'

Los Angeles, Oct.
Charging that Marx brothers,
Groucho and Chico, littled his material in their broadcast of 'Mr. Dibble
and Mr. Dabble' on Camel Caravan,
suit was filed last Friday (16) in
federal court by Garrett Graham,
playwright. Named in the action are
the Marxes, Don Lee Broadcasting
System, Columbia Broadcasting System and R. J. Reynolds Tobacco. Commages of \$26,000 are asked.
Allegation is made that Marxes,
after rejecting his script, used the
material verbatim on the air. Los Angeles, Oct.

Spitalny's Augmented Orchestra of 40 Girls

Spitalny ill increase is:
Hour of Charm' orchestra from 30 to 40 femme musicians when he starts his new commercial for General Electric Nov. 2 on NBC. Spitalny had 30 girls for the Zotos program.

had 30 girts for the 2008 program, its last air show. GE deal with the Maxon agency is for 39 weeks and will be a Mon-day afternoon 4-4:30 p.m. EST. frolic designed to exploit the General Electric household appliances to the

SEEK BASIS FOR UNITED ACTION

Weed, Ferguson & Aston, Hagedorn and Rambeau Contemplate Regular Informal Exchanges and Joint Effort to Sell Spot Broadcasting Institutionally

1ST MEETING HELD

ive station sales me 35 stations, staged a meeting last Friday (16) to push plans for what is intended as the first success ful trade group to meet criticism realistically in this field. Meeting, held over a luncheon table, broke up after two hours without any insults or arrogance, which is the biggest improvement to date on all previous trials along similar lines. Another meeting is to be held within a week following which further confabs are skedded for regular intervals.

Proponents of the organizational idea are outlining a platform of activities that includes:

(1) Promoting the use of spot broadcasting wherever possible, with dissemination of helps' and 'educational material.

(2) Working alocals' with stations

(2) Working closely with stations on such matters as better rate cards, local vs. national quotations, sale of

locally-built programs, etc.

(3) Gathering suggestions and info from agencies on how spot jobs can mutually, be conducted with fewer

headaches.

In the group are Hibbard Ayer, Weed & Co. (represented by Jerry Lyons), Ferguson & Aston (represented by Pete Wasser and Jimmy Wade), Virginia Broadcasting System (represented by Horace Hagedorn), and Rambeau (represented by Earl Bachman, who was unable to attend the first meeting).

Avoid Pi

Avoid Pi
Current attempt at forming an organization has several novel angles to eliminate stumbling blocks that previously wrecked such efforts. Most important is that none of the houses have client stations in the same cities (obviating hard feelings over competitive situations). Another tangent is that the group will function more or less cooperatively, whereby haggling over officers; etc., is to be avoided. Hibbard Ayer calls meetings pro tem, but there are no meetings pro tem, but there are no other titles. No monetary dues are being assessed, which is a third sore oint that heretofore has claim

Membershi according to the group, was not chosen with any particular eye to the long-list vs. short-list question. Nor was station wattage taken into account. Client stations of the group are of all sizes. Primary consideration was that no stations were overlapping i the same areas.

same areas.

Aims, outlined, shoot more at promotion of spot biz in general than settling of internal trade difficulti. Latter are deemed to be in a better state than a year ago, and less in need of fixing than the Itaison situation between agencies, reps and stations. Figured that procedure bestations. Figured that procedure be-tween reps and agencies has never been standardized enough to keep the spot biz from suffering diffi-culties, and that this point is where remedy should begin.

Expo Man Joins NBC

Charles Thurman, who worked under Lenox Lohr. Chicago World's Fair, has been named assistant manager of the Guest Relation division of NBC's general service de-

Gordon H. Mills remains as head of division, i which spot he has been for three years.

NBC Day Time Sales Soar

NBC is establishing new the number of daytime hours sold to sponsors.

reakdown of network business on the two cross-country webs for

ic second week of october should my	NBC	
- Mr	RED	2741/4
Daytime station hours	8253/4	
Night time station hours	1,152%	510
Total No. station hours	1,981 1/4	7841/4
Average stations hookuped per account	35	29
No accounts	75	-

By F.C.C. for Engineering **Backwardness on Tower**

Claiming that WISN, Milwaukee transmitter owned by Hearst Radio Inc., is 'not making use of the facilities now allotted to it, the Federal Communications Commission last week turned thumbs down on a ower boost for the station and permission to change its location locally

Complaints of the station manage that listeners are squawking and advertisers cancelling their contracts because of interference coming from nearby stations, were countered by

nearby stations, were countered by the Broadcast Divisions' charge that WISN is at least partly responsible for the trouble through its failure to improve its present equipment. Only the property of the property in use at the station lacks 80 feet of the recommended vertical height of .185 feet, the Commish labeled it as not complying with good engi-neering practice. 'Commission must necessarily look to each licensee to make efficient

as not complying with good engineering practice.

'Commission must necessarily look to each licensee to make efficient use of the facilities assigned to it and has denied applications for power increases when stations might provide better broadcast service with the power already assigned by simply using radiating equipment which complies with good enging practice, the Broadcast Division chided, in its decision.

Interference

Boosting WISN's power from 250 watts nights, 1 kilowatt days, to 1 kilowatt all times would increase objectionable interference

WJDD, Des Plaines, Ill., and also mess up reception of programs from WCBD at Zion, Ill., Commish found. Night interference would result for CKX. Canadian transmitter located at Brandon, Manitoba, and an application for changed frequency now pending for WGCM, Mississispip City, Miss., would be crippled by granting of the Hearst application. Division-ties ruled.

Attornev William Porter and Thomas P. Littlepage represented Hearst outfit, with Tyler Berry appearing on behalf of the Commish. John W. Guider, D. M. Patrick, Karl. A. Smith and Lester Cohen represented WJBO, Baton Rouge, La., another interested transmitter.

WOR Peddles Mollison's Trans-Atlantic Flight

immy Mollison. English aviator who is attempting a west-east ocean flight this weekend, is being peddled commercially for WOR, New York, airing. Stunt of selfing an advertiser hourly break-i news reports, culminating with an actual broadcast by the flyer on arrival, is in process of being worked out. WOR believes being worked out. WOR believes the technical obstacles can be surmounted.

Clark Getts manages Mollison.

Joy's KFWB Signoff

Hollywood, Oct. 20.
seven years as production
manager and musical director. at
KFWB, Jack Joy has resigned. Leon
Leonardi takes over the batoning
with the production spot not yet
filled by Manager Harry Maizlish.
Joy has a deal cooking with a network.

WISN, Milwaukee, Chided KOOL, SPUDS **PLACE COMICS** ON BLUE

Two mentholated cigaret-spor comedy shows take to the NBC blue web in November. Jack Pearl is slated 26-week romp, starting Nov. 9, under Kool sponsorship. Batten, Barton, Durstine & Osborn is the agency. Will hit 45 stations at 9:30-10 Mondays.

Eugene Conrad instead of K. Wells will write for Pearl, who brings back Baron Munchhausen' in a comedy script show along somewhat different lines. Tommy Dorsey orchestra and a singer will

Dorsey orchestra and a singer will augment.

For the Ed Wynn stanza, starting Nov. 14 at 230 to 3, Spuds will augment the comic with a guest star policy and will have Don Vorhees and Graham McNamee. Young & Rubicam is the agency for Spuds. Wynn will: have several writers, among them Herman Timberg of vaudeville. Both comedians were represented by Lyons, McCormick & Lyons. They were signed without the customary audi

\$50,000 GROSS BIZ **NEW HIGH FOR WWJ**

Week ending Oct. 10 set a new sales record for WWJ, with orders for new biz, exclusive of NBC, going over the \$50,000 mark. Previous weekly high mark was \$35,000.

New biz week ending Oct. 3 hit above \$25,000, making the total two-week sales near the \$80,000 mark, exclusive of network sales. WWJ recently opened elaborate new studios, plus free radio theatre, and this has been a big factor, according to Harry Bannister, sales manifer. Biz has been pretty well distributed among the Detroit sales staff, station's own N. Y. rep, Harry Betteridge, and its Chicago rep, George Hollingberry.

James McVicker's Son Seriously III at School

James McVicker, of the CBS sales staff, was at the bedside of his 15-year-old son in a Concord, Mass, hospital yesterday (Tuesday), awaiting the outcome of an operation, which had been performed on the boy's brain. His condition was reported as very serious.

The boy, who is a student at the Concord. Preparatory School, had been injured in a football scrimmage.

Wrigley's Decision

Wrigley's Decision
Chicago, Oct. 20.
Wrigley ex-sponsor of Myrt and
Marge, and March of E ne finally
decided. It will have two shows.
First four days of the week program will consist of Franklyn Mac
Cormack reading poetry, vocals by
Jack Fulton and some band music,
likely by Billy Mills staff orchestra.
On Friday the show will become a
scripter tagged 'Mortimer Gooch,'
which is about a chewing gum salesman.

Quarter hours across the board.

SMITH AND DALK A. & P. (Paris & Peart)

Among the comedy acts that radio has overlooked or not developed is that of Joe Smith and Charlie Dale, who, as members of the Avon Comedy Four and later on their own, have been a standard vaudeville combination for many years, being of the same school that produced Cantor, Benny and the Allens. On the Kate Smith show they boiled down their accident scene to radio running time proportions, and with only the meat retained, it held more laughs per minute than the average comedy show produces in an hour.

average comedy show produces in an hour, within the vaudeville business, and by their own trade, Smith and Dale for years have been regarded as perfection in the comedy line. Bookers and theatre managers have been known to play the act time and again for their own amusement, with this trade judgment always justified by public reception. Another thing in their favor is their remarkable record for material cleanliness. Off-color jokes have never been their specialty.

pecialty.

With Smith and Dale, as with all specialty.

With Smith and Dale, as with all comedians on the air, much will depend on their material. But any sponsor would find it worth his while to get material for them, there seems no reason why the team cannot attain on the radio the same dependable status, they've maintained the stage for so many wars.

MODERN ROMANCES
With Karl Swenson, Ethei Blume, Ed
Jerome, Adelaide Kielm, Hanley
Stafford, Himan Brown, Edith
Spencer, Charles Cantor, Allen
Bunce Bunce Sunce amatized

Bunce
Dramatized
30 Mins,
MODERN ROMANCES MAGAZINE
Wednesday, 2 p. m. EST.
WJZ, New York

(Lennen & Mitchell)

Modern Romances is spensed across dime store counters and belongs to the confession-agony duit. Program of the same name intended to portray cross-sections of the mags do portray cross-sections of the mags to the confession section of the mags to be confessed to portray cross-sections of the mags to be confessed to portray cross-sections of the mags to be confessed to the confession of t

stimuli-evoking tears, remorse, and the broader emotions are loudly founded off. Should ring the right bell.

Putting agony on a scientific basis, the stanza opens with a contab between a judge, a psychologist, and a social worker. They're allegedly paging manuscripts sent for the mag social worker. They're allegedly paging manuscripts sent on which is dramatized.

Sample caught (14) portrayed in seven sections the vindication of a stepmother. Seems that the stepmother left her hubby because his bytat by an earlier, marriage was uncontrollable. Pay-off came in the final chapter when the erstwhile breat herself becomes a stepmother, and the victous circle starts repeating itself. Editors appended a moral all stepmothers are not properbially bad.

Willing and acting rattic along at wireless and there appeared to be ho irrelevant material of any kind. Support from the cast especially is all that could be asked for contest is tacked on, while the blurbing is simple but not overboard. Stations used on the hookup include WIZ. New York, WBZ. Boston, WBZA, Springfield, and WMAQ. Chage. Yarns for etherization are similar to those in the mag, but are specially is all that could be asked for cago. Yarns for etherization are similar to those in the mag, but are specially is all that could be asked for a similar to those in the mag, but are similar to those in the mag, but are specially that the same and the mag but are similar to those in the mag, but are similar to those in the mag, but are similar to those in the mag.

community. An those in the mag, but are east lifted from the latter. Edge...

COMMUNITY. AMATEUR HOUR With Jeeps, Lee Rapieff His Jeeps,

waiting to the first-placer of the series waiting to the first-placer of the series of

YOGI YORGENSEN Comedy ROYAL GELATINE Thursday, 8 p.m. EST WEAF, New York (J. Walter Thompson)

J. Walter Thompson)

J. Walter Thompson office must be pretty hand put for comedy acts for the leading weekly variety program (Vallee). Or else the agency is looking in the wrong places, for it could not be supported by the places of the layoffs in front of the Palace.

Yogi Yorgensen was described as coming from the Coast radio. His character is a "Swedish Hindu," in dialect, with the dialect neither faithful nor funny and the material every weak.

The course of his monology, the place of the monology of the place of the place of the monology of the place of the place

Value show bookers probably can't click all the time with comedy, no matter how hard they try, but this makes it appear that they aren't even trying.

trying.

JUVENILE REVUE
With Bay Frienborn, Bob Warren,
Betty Cox, Harry McCabe, Bernice
Ranen, Beulah Shirley, Peggy
Ryan, Leonard Sues
Variety
30 Mins.

BOG FJOD
FR. 730 Dm.

KHJ, Los Angries
(fp. F. Wallin)
There's pro. bly more youngsters
in Hollywood with a theatric yen,
than any other town in the world.
Therefore ti init much of a task to
round up a different troupe of juves
to round up a different troupe of juves
or cuffo.

Lineup caught was okay for entertainment. Offered a wide diversity
of talent with several of the kids
showing promise. True Boardman
produced the piece in shownamly
stride. Addience likely to go for the
young server of the server of the

sis foes on the tender age of a torcher who pours out the torrid notes.

Weekly fixture is Bob Warren, mimicking the Joe Penner manner issay. Well done but long has been the list of imitators. Leonard Sues, cornet prodigy, knows his licks but he's been seen on too many stages hereabouts to rate notice as a kid wonder. Bernice Ranen, Peggy Ryan worder in the carry to the stage of the control of

EVELYN SCHMIDT:
With William Daze, Frederick Stark
Orch.
Musical Revue
38 Mins.
LUCERT PIGER HAIR TONIC
Friday, pin.
KHJ, Los Angeles
(Midland Ado, Agency)

(Midland-Adv. Agency)
Program unveils nitty, young coloratura in 20-year-old Evelyn
Schmidt and little eBer it's musical
Il the way with little to distinguish
it from the mine run of sich offeringe

it from the mine run or such onerings.

Looked had for the Schmidt gal when the announcer, gave her shuld that seemed beyond the stature of a newconer. But she lived up to it and rang the bell with the technique of a Fons. Her high notes have a clarity and quality shadisquest a successful career in store for the control of the control

blacksmith, she won't need a horseshoe.
Other warbler is William Daze, a
tenor. Stark is a bit out of his
sphere this show, as his batom
has been used exclusively for the
classics. However, with improved
orchestrations he should give the
heavy hand, wayne Griffin produces.

MARY OF THE MOVIES

With Dorothy Devey. Ray. Cantrell,
Shirley. Cytrea. Eracutine Araele,
Anniee Beese Kay. Woud, Anthony
Correa
Sustaining.
15 Mins.
Monday, 6:30 p. m.
KFAC, Los Angeles
Not much hope for this amateurish
effort unless it picks up far beyond
the quality of the opener. It's supposed to be about a kid whose ma
wants her to be a picture star against
her own wishes. You wouldn't know
it from the first episode, which hasto do with the-hiring of a Swedish
maid (yeh, man. her name is Olga),
against the wishes of the old man,
Here and there mention is made of
the ral and the pearly rates of Holly
wood, but that dialect bit was alwood, but that dialect bit was alto the dia

Follow-Up Comment

Dick Fisheli not only does a good job picking the football winners (for Vanicary), but he can also call the plays. Former Syracuse groups of the plays of the pla

common fault with some sports an-nouncers). The Blue having won, WMCA plugged a wait by playing Boola, Boola, after the game. It was an orchestral-chorus transcription be-tween the end of the football broad-cast and a studio program, and in-cidentally, it's a good idea, this play ing of the winning the angle of the mater theme nagather.

Several changes have been made in Molle's 'Vox Pop', NBC program, with the advancement of Wallace Butterworth from announcer to quizzing partner of Parks Johnson. The pair now, give, at the end of the broadcast, the correct answers to a series of questions which have been asked. They also build up for the following week's salvo by outlining to listeners a knotty problem, usually arithmetical: put to a person interviewed. Neither of these angles was included on the setup followed while Jerry Belcher teamed with Johnson.

metrieved. Neither of these angles was included on the setup followed while Jerry Belcher teamed with Johnson,
Offer of 10 Buloya wrist watches for the best questions or problems submitted still stands. Ben Grauer has taken Butterworth's place as spieler.

GRIDIRON SMOKER
With Jack Kofoed, Cay Saunders,
Trving Agronson's Commanders,
Football, Music

With Jack Kofeed, Lay Sainders, Froits Aronson's Commanders, Football, Music.
30 Mins:
Sustaining Friday, 730 pm.
WHN, New York
One of the earliest football.
One of the earliest football.
One of the earliest with the survey of the earliest of the property of the propert

JUNIOR MATINEE Music, Sens 15 Mins. BUNTE BROS, CANDY WXYZ, Detroit

Designed to give the 15 to 20-yearwaxyz. Destreit

Designed to give the 15 to 20-yearland to give the 20-yearland to 20-yea

rson Welles of Wonder Bread show, will do a repeat of his Ham-let for Columbia Workshop's Sat-urday night program. Encore in about two weeks. urday

CHARLES E. FIELD (CHEERIO) With John Winters, Arthur Gutow Readings and Music 15 Mins. Readings and masses
15 Mins.
SONOTONE
Tees-Thur., 4 p. m. CDT
WMAQ, Chicage

WMAQ Chicage
(Topping & Lloyd)
Field has been on a regular NBC red hook-up each morning for several years with uplit readings and music full of the inspirational talk of goodness, kindness and homocheertulness. It has been a suttaining early morning show all these

cheerfulnies. It, has been a sustaining early morning show all these
years.

On Tuesday and Thursday, it's an
afternoon 15-minute shot and it's a
commercial for Sonotone, a hard-ofhearing aid. It's highly suitable
product for a program of the
'Cheerio' type, and Field fits in excellently with the scheme. In this program the hearing aid is sold not only
directly to those who are deafened,
but to those who are friends of relatives of deafened people, on the plea
that the Sonotone brings joy to those
saw the sonotone brings joy to those
suffective for those who affective for those who affeure as potential customers for Sonotone, since it practically drips with
the stuff that would sell such a prodcut. It appeals to the stay-at-homes,
the aged and others who would be
more likely to be afflicted with deafness than those who are out bustling
for a living on the streets. For these
reasons a nifty program for the commercial purpose.

FRANK HAWKS

FRANK HAWKS With Nancy Noland, Allyn Joslyn, Milt. Rittenberg Orchestra, Arthur Hale Variety 30 Mins. GRUEN BOT

Variety.
30 Mins.
GRUEN 5 p.m. EST
WOR, New York

(De Garmo-Kilborn).
Time Fli ', considering the program's star and the Gruen Watch.
Company as commercial sponsor. Is
broadcast—I only the Gruen
watches weren't mentioned so often
and in so many inappropriate spots.
That's the program's chief fault, the
nept spotting of the commercials,
for otherwise formula suits its, purpose admirably.

Commander Hawks, who holds innumerable flying records, re-enacteach week a different thrilling incichart in his flying career. On this
broadcast, with Mrs. Hawks, ArthurHale and Allyn Joslyn in the cast
directlent when instruments to surmount this had not yet been perfected, was brought back to life. An
outstanding pilot, Hawks apparently
is also an okay actor, the re-enactment flowing smoothly and realistically.

In other portions of the 30-minute

ally.

In other portions of the 30-minute show Joslyn handles the m.c. rôle nicely, Nancy Noland sings well, Arthur Hale does the commercials, while Milt Rittenberg's orchestra does very well with the music, end.

does very well with the music end.
It's an entertaining show, holding
suspense as well as good singing and
music, but those announcements
should be spotted in better fashion—
kept out of the actual series as much
as possible.

MEET THE MISSUS
With Thempson Bartlett
Questions and Answers
15 Mins.
RFTCHEN REENZER
M-te-S; 3 p.m. CDT.
WBBM, Chicage
(Neisser-Meyerhof)

(Neisser-Meijerhoff)

Boys, this has gome far enough. They've taken the interviewing-the-public ags and have wrung file last drop of juice out of it. But that because they're still trying to wring some entertainment out of the turnip. And it can't be done. This one is about zero entertainment. Instead of interviewing anybody. This program questions the femmes draped over club bridge tables, etc. in the midafternoon. This is bad enough as it is, because it's a tasteless rehish of the same old idea without, any attempt to dress it up. But they make it worse by handling the middle they make it worse by handling their middle they work in the farme does is record to the cutestion. Such a manner with the middle they does she speak a general reply of any interest.

For two minutes the amounter runwinds a long question, usually of great import and intelligence as do you think that the speed of autos in crowded areas should be cut down? And then the girl answers yes of no. And then into the next question, of such remarkable brilliance as would you like to travel? Tsk, tak. This is scintillating stuff. Sippolily handled the show not even timed properly. In the middle

Tsk, tsk, This is scintillating stuff, Sloppily handled; the show not even timed properly. In the middle of question, the home studio cuts in at the end and winds up with its own spiel, leaving the announcer and the femmes trailing of nition a whisper and then into indudition.

bility.

Commercial management is even worse; Get this, Question: Do you find that if you use pure cream you don't need so much in your coffee?

Answer: 'Yes.' Announcer: And that's the way with Automatic Soap Flakes; a little goes farther. Gold.

MONTICELLO PARTY LINE
With Pegry Wall, Dan Sutter, Cecite
Rey, Mers, Martin, Vio Smith, Ken
Griffith, Claire Baium
Disc. Script Serial
15. Mina.
DR. CALDWELL'S SYRUP
M.-te-F., 18 a.m.
WLS, Chicago
(Cramer-Krasselt)

Mts-F; 19 a.m.
WLS, Chicago
(Cramer-Krasselt)

Réturn to the air for this show, heading back to the ether with a greatly enlarged coverage area after a summer lay-off. It's a dist spot job on Columbia pressings. So much for the technical details.

For the more important items: this taily of the needest, most listenable distinction of the selection of the select

ness of small time life, simple humor, full of depth and quiet understanding.

It is written with great radio skill and produced and acted with like excellence. Misses Wall, Roy and Martin are outstanding in their delineations, particularly Peggy Wall, who plays the leading role of Lorie Bliss, the Miss Wall, exhibits a finesse, deftness and character grasp seldom heard on the radio, where a general mediocrity is the rule.

Commercials are handled with cleverness, and are inserted in the middle of the script by the use of the druggist who is one of the characters. He is either selling or receiving a call for Dr. Caldwell's, Neat plug that tops the straight commercial like a tent.

In all, a bang-up program from every angle and looks a circh for lake, or carries like this to make the disc show as welcome as the in-person period.

HOR NEWHALL.

BOB NEWHALL

Sports ... 15 Mins. AMERICAN TOBACCO, KELLOGG Daily, 5:30 p. m... WLW, Ci

AMERICAN TOBACCO, KELLOGG Dally, 5:39 p. m.
WIW, Ci
(Gumbinner and N. W. Ayer)
Newhall is somewhat of a fixture with male athletic fains of the Crosley super. Before going in for broadcasting six years ago he was sports ed for a now defunct Cincy and the state of the control of the control

stonal cluckers with the control of the control of

BILLY ROSE

BILLY ROSE
Sengs
15 Mins.
SAVE-THE-BABY
The-Fri-Sak; 7:45 a.m.
WGY, S-henectady
(Leiphton & Welson)
Rose, one-time announcer and singer on WGY commercials, is back-on-a-spohsored-breakfast-hour slot-differ recovering from an extended illness. He broadcast the last three-days of the week for the Lee Company, which airs Bradley Kincaid, and the week for the Lee Company, which airs Bradley Kincaid, and the week for the Lee Company, which airs Bradley Kincaid, and the week for the Lee Company, which airs Bradley Kincaid, and the standard pop soloist, with a flair for balleds. To his own piano accompaniment, he tenors smoothly and expressively. Rose extracts more from the lyries than does average warbler currents. He uses a iano sequence to the number announcing and the spieling creating an atmosphere of chalty informality. Also, fingers of the companiment of the companiment of the companiment of the companiment of the companiment. Delivers two plugs and after a third mention of product standard transwith price tabling. Time-checks by Rose at five-minule intervals.

IRVIN COBB'S PADUCAH PLAN-

HRVIN COBBS TABOOM TEMPATATION
With Marion Talley, Dorothy Page,
Clarence Muse, Hall Johnson Choir,
Four Blackbirds, Norman Field,
John Mather, Harry Jackson
Songs, Talk, Orchestra
30 Mins
OLDSMOBILE

Sat., 10:30 p. m. WEAF, New York (D. Brother)

Idemobile can't go wrong with this one, if it's the corn and the canebreaks that it's after for an audience. Also the older folks who take it easy in their armeniars. In the urban spots the program will likely rate as dull entertainment for a Saturday night. Hostesses usually at this point of the evening want something with the clink of glass and the bedam of conversation.

One thing that Irvin Cobb and his retinue of white and colored performers can't do is compete with noise. What they have demands concentrated and leisurely listening.

Plantation idea is nothing new to Cobb as far as radio is concerned. Some same eiger which had a tobacco plantation as the background from the programming angle his present show is a huse improvement. Originated from NBC's Hollywood studies, the half hour is deftly, and patly built. The skein of plot runs unobtrusively through a welter of choice singing, highlighted by the said the choral interludes of the Hall Johnson ensemble. Another ingratiating item in the vocal department is Dorothy Page. The itial program (17) gave her little opportunity to unfold, but the sample was enough to reveal a throaty style that should places.

Michael States of the Kentucky plantation, introduced her as our little girl friend who's come back home to greet the old neighbors. It was a case of Kensas doing a far streat ease of Kensas doing a far streat cover into Kentucky.

Can be considered the control of the health over into Kentucky.

Can be considered the control of the health of the coral of the health of the coral of the coral interludes of the health of the order of the health of the coral interludes of the Hall program (17) gave her little opportunity to unfold, but the sample was enough to reveal a throaty style that should places.

Michael Can be considered to the late Bert Williams. Anecdote did not pack me to reson which he credited to the late Bert Williams. Anecdote did not pack much humor. Trite little plot which links one program to another deals with the frustrated romance betwee

SONGS OF ALL NATIONS Choral Singing 15 Mins TRUE-FIT CLOTHES

Wedne:days, 7:45 p.m. WFBR, Baltimore (Katherine Mahool)

WEBR, Baltimore (Katherine Mahoot)

Setup for this one slick all around. Balto abounds with singing clubs singing clubs of the solid state of the solid shall be solid s

will go! quantizers and property and propert

FRANK CARROLL'S ORCHESTRA 30 Mins. Sustaining WHAZ, Troy

WHAZ, Troy

A small unit which plays smoothly but without much variety. On first program it went 30 minutes sans a vocal chorus, and that is too long an uninterrupted ether period for an orchestra of Carroll's size and type. Second broadcast carried two brief choruses by Valerie Magill, a sopranowhose voice sounded too light against the ensemble background.

Addition of a male vocalist, pismo accompaniment for the femme singer, or, both, would improve the effect. Also the insertion of instrumental solos, especially by the planist, and a wider range of tempo in the orchestral numbers. Jaco.

'SATURDAY NIGHT PARTY'
With Waiter O'Keefe, Jane Pickens,
Forde Grofe, Waiter Cassels, Stuart
Talk, Songs, Orchestga.
56 Mins.
SEALTEST LAS
SAL, 8 p.m.
WEAF (NBC), New York.

(N. W. Ayer)
Introductory stanza (17) gave the
impression that National Dairy had
bought an hour of NBC's tiee or
the primary purpose of having
Waiter O'Keefe do an Elsa Maxwell
with the studio audience. It turned
out a freakish sort of occasion.
O'Keefe seemed most of the time to
be having some difficulty in getting
the audience to work up an enthusiasm for the parlor anties. Even the
proved a little down among them
proved to little down among them
pro

they can't be warmed up in time to play kiss-the-pillow and the policy kiss-the-pillow and the constant and his stooges and kinding the other acts. Outside of these on-stage innings by O'Keefe the program's major showmanship points are the singing of Jane Pickens and Walter Cassels and the orchestral interludes conducted by Ferde Grofe.

Miss ickens roved soothing traument for the ears with every number assigned her, while Cassels and the orchestral interludes conducted by Ferde Grofe.

Miss ickens roved soothing traument for the ears with every number assigned her, while Cassels Road. Stuart Chreat hold Glory Road. Stuart Chreat hold Glory Road. Stuart Chreat hold Glory Road. Stuart Chreat hold for the tenor acceptably with the missel theory on the contestrate and the producer's own 'Going To Press,' originally labeled Tabloid; Bits of dramatic speech studded the musical narrative and the effect was all to the producer's credit.

Meaning and intent of Sealtest Laboratories, a subsid of National Tabloid Studies and the effect was sured better milk, ice cream and dairy products because of the close and detailed inspection maintained, billing passages occasionally resorted to for clear but terse illustration as to how this works out. Toward the end of the hour local approaches cut in to plug a particular products because of the close and the end of the hour local approaches cut in to plug a particular products because of the close and the end of the hour local approaches cut in to plug a particular products because of the close and the end of the hour local approaches cut in to plug a particular products because of the close and the end of the hour local approaches cut in to plug a particular products because of the close and the end of the hour local approaches cut in to plug a particular products because of the close and the end

product or firm which is affiliated with the Seallest group. Odec.

LEE EVERETY With Naney Bradfor Reet Philosophy
With Naney Bradfor Reet Philosophy
DOUGHIVUT CORP. OF AMERICA Tues.-Fri., 9:15 am.
WFBR, Baltmore.

(Joseph Katz)
Not much of a program, but perhaps olsa for a program but perhaps olsa for a program of the philosophy olsa for the philosophy with Everett reading off three or four poems from outside sources to help point up his patter. Some wax music opens and signs off.
Programs orizinate in Washineton and are piped to Balto. The listeners in latter city no doubt think it complete chain broadcast on the periods from WRC (NBC). The periods from WRC (NBC) owned station). This is good angle for WFBR, since most Baltimoreas automatically believe a program is much superior to local one of any describion if it comes from chain. WFBR attitude is that what listeners of the Nanow on't but we're, and will help station's cause.

**BELLE TABLES TO THE STATE OF THE S

sers don't know won't hurt 'em. and will help station's cause. Bert.

ALLAN D. GRIGSBY 'Family Counselor' 15 Mins.
NATIONAL 'SAFETY BANK Sun. II 185 a. m. EST.
WOR. New York
(Keitton's Spiero)

The Family Counselor' is izing marital snag discussions. It's boy meets girl for the most part although opening program carried some splashy material about King Edward VIII. This reference was outside Grigsby's scope but nothing offensive.

Idea of tangled lives is presented in rehashed versions. Some of the repartee is between the announcer and Grigsby. Speaker halls from Tollo where he conducted a course range clinic.

Bank stresses its one dollar checkening accounts. Publicity Associates which is building the sho, settled on Grigsby after some tests made in the east several months ago. Deliver nict.

TOM MIX (Ghosted)
With Jack Holden, Percy Hemus,
Ranch Boys, Jane Webb, Charles
Serlai
15 Miss.
RALSTON CEREAL
M.to-F., 5:15 p.m., EST.
WMAQ, Chicago
(Gorden)
With a degree of the series of the series showed all trying to crowd into
the radio 'children's hour' between
5 and 6 p.m. it begins to look like
SRO strictly, and the kids are now
forced to start listening at 4 p.m. and
are still 'panting around' the loudspeaker at midnight.
This 'Tom Mix' show has been
around for several years and therefore must have been doing a salistactory job for its advertiser, despitfact it's difficult to see much appeal
tactory to for its advertiser, despitfact it's difficult to see much appeal
wingle, It mets as chout the weakest
kid show heard in many a day. Only
ungle, It mets as chout the weakest
kid show heard in many a day. Only
ungle, It mets as chout the weakest
kid show heard in many a day. Only
ungle, It mets as grout the weakest
kid show heard in many a day. Only
ungle, It mets as grout the weakest
kid show heard in many a day. Only
ungle, It mets as grout the weakest
kid show heard in many a day. Only
ungle, It mets as grout the
list they take a great opportunity and kick. It around for a

Story is meaningless, inane, and
every time the homestead gets in
trouble the Ranch Boys wind up
their guitars and yodel off some socalled cowboy harmony. Kids aren't
that dumb.

THE SHOW WORLD

With Don Phillips, Paul

Morey-

their guitars and yodel off some scalled cowboy harmony. Kids aren't that dumb.

THE SHOW WORLD Gold.

THE SHOW WORLD WITH DON Phillips, Paul Amsterdam, Armida FANCHON & MARCO IS Mins.

(Katzman Agency)
Under the title of The Show World, Fanchon & Marco theatres presents a 15-minute program over KMOX (CBS) three nights a week. Show is handled by the newly or ganized Kurtzman Agency, Don Phillips, KMOX staff commentator, started script with dramatic description of A Trip to the Show World, pauding for the start of the Show World, pauding for the start of the

MALE CHORUS PARADE Pacific Coast Male Glee Clubs 15 Mins. SPERRY FLOUR

Remain state of the close is a series of the construction of the c

and bronze plaques.

CHARLES
YARN Spinner
30 Mins.
Tues, Thurs. 7:
KFOR, Lincoln
KFOR broughes Blocah is an Africas, Charles and the University of Nebraska Blocah came to this country when 14 years old and speaks very good English.

His job for KFOR is to fell stories from the Folklorie of his native land, those especially appealing to children. Program on first this week indicated it will not only interest juviade, but will please a certain percentage of the elder listeners. Barn.

MARCH OF TIME
With Howard Barlow's Orchestra
30 Mins.
TIME, INC.
Thursday, 10:30 p.m.
WABC, New York
WABC, New York
Back again under Time's own
aegis, the 'March' has returned its
tempo to a once-weekly basis (16).
This is where it started five years
ago on its prestige climb, and this
is the standard which it can get back
to. Year's trial on a mass production
basis may have been okay as a commercial proposition for Remington
mercial proposition for Remington
(1) specks on the editors' self-coronation as the ablest historians of the
day.
Obening 10b of new series A-1 in

Rand or Wrigley, but it put some flyspecks on the editors' self-coronation as the ablest historians of the day.

Opening job of new series A-1 in some respects and a hodge-podge in others. Pres. Roosevelt's voice was put in amidst slew of historical panorama material dating back to present the present of the program of the present of the program of the program of the program only, and wish for this program only, and wish a footnote about the White House. Resumption of the practice apparently was for this program only, and with a footnote about the White House layoff request appended. Job of simulation this time didn't turn out up to par, and was a long way from sounding like the real knowledge of Landon, was considerably better. Pace keyed itself so highly that after a half hour of it, it began to pall. Ordinarily this doesn't happen because of the insertion of comedy or novelty relief.

Barlow's music continues to be at least very important to the stanza. Transitions and partial selections fit like a glove and completely crase present of the property of the material selections. Plugging currently is for Time itself, also for Fortune and the March of Time newsreel. Later the many in the program of the many conclusion—Time Marches On—is appended with enough vehermence to threaten both mike and loudspeaker with destruction. A little more tip and pass of the line and be purlesque.

HARLOW WILCOX

li and be burlesque. Edga.

HARLOW WILCOX

Amateurs

6 Mins.

B. SACHS

SURJUS B. SACHS

SURJUS A pm. ODT

WENE. Chieago

Morris B. Sachs has a cut-rate
men's clothing store at. Halsted and
63d streets. Though it's only a nabe
store, Sachs from time to time
has had as many as six programs on
as many stations at the same time.
Sometimes he has only one or two.
But he's always in there pitching on
the air. He is completely sold on
large his store many times in oradio as a biz builder, and he should
be since it has permitted him to enlarge his store many times in oradio
large his store many times in oradio
large his store many times in oradio
sa shout the sametest of all the moves
in radio, advertising yet made by
Sachs. It's a full hour show, late
Sunday afternoon. It's home and
mother stuff for the type, of buyers,
that frequent his store.

The local angle makes: it a cinch
for Sachs, since many of the audinee know the amateurs as neighbors. Besides, Sachs is in a position
to bring these amateurs as neighbors. Besides, Sachs is in a position
to bring these amateurs down to his
store, and ever the secondary
times and the secondary
tim

manship and showmanship for a local program.

Solat program.

Tom Lawrence, Lai Chand Mehra,

Is Mine.

TAVANNES WATCH CO.

Sun. 745 F.M.

KHI, Los Angeles.

(Milton. Weinberg)

Ticker outfit has hit on a new tack to tie in with its product after a swing in the amateur cycle. It's heavy dramatics but expertly done. Script by Hec Chevigny and production of Gary Breckner lifts, this one out of the average class. As an interest-holder for those who dote on this kind of air fare it can't miss. Opening episode, The Arm of Mukarrab Khan, was enacted against a British-india war background and neatily pitched in sound effect and production detail.

Solat production detail.

New roster of players will be rounded up each week with rugged outdoorsmen rehearsing next week's piece. The Timely Strategy of Billy, the Kid. Idea of scripts is to drive home the importance of owning a chronometer that plays ball with Greenwich.

Goes out to '11 coast spots and breaks' just ahead of 'the Cantor show. Contest tags off with 30 seconds allowed at finish for local stations to cut in with dealer blurb. Don Forbes handles the commercials without laying it on too thick.

MAURICE EVANS

MAURICE EVANS

St. Helena' (excerpt)
ROYCLEATINE
ROYCLEATINE
Thursday, 3 P.M., EST.
WEAF, New York

(J. Walter Thompson)

Maurice Evans is not yet precisely a 'name' for radio, since he has but .ceently become known on Broadway, with his performance the legit St. Helena' only a week old at this broadcast. But he is a splendid actor for ir purposes, and on the entertainment side the Vallee lorgram obtained full value.

'St. Helena' excerpts used by Evans for the radio stint gave him by Evans for the radio stint gave him with the stituted a radio stint gave him with the stituted and Evans demonstrating that he is a script-proof actor at all times. Some capable players were in support.

Evans made a nice impression, his first ether trip and the Max Gordon show got itself a very fine hattonal plug.

tional plus. Bi

YOUR UNSEEN FRIEND'
With M. H. H. Jeachim,
ter's Orch.
Dramatized Advice
30 Mins.
FERSONAL FINANCE
Sunday, 5 p.m., EST
WABC, New York.
(Albert Frank-Guenther Law')
Another candidate for the rapidly threessing acony category.
It is a second to the result of the rapidly threessing acony category.
It is conclusion there's a second variation on the theme—no advice is directly offered beyond the dictum to 'let your conscience be your guide'. Representing, something of a cross between the tenets of Walter Pikkin and the first of the second service of the second service in the tenets of Walter Pikkin and the first of the service of t

SLEEPY HOLLOW GANG

SLEEPY HOLLUN
Hilbilly
30 Mins,
KOLOR-BAE, PERUNA
Su-Me-Th, 8:30 p. m.
WOR, New York
(Benson & Dall)
A typical hoke session. As corny
as the seenery on the Burlington,
Crude, backwoodsy, off-key, the sort
of a program that makes a metropolitan listener look twice at the dial
and wonder if the receiver, needs
we tubes.

Crude, backwoodsy, off-key, the sort of a program that makes a mettropolitian listener look twice at the dial and wonder if the receiver needs new tubes.

But in the language of Ripley—here's the proof. It's on Woff Intest. The solution was the second of the language of Ripley—here's the proof. It's on Woff Intest. The second of the language of Ripley—here's the proof of the second of the language of Ripley—here's the proof of the language of Ripley—here's the proof of the language of Ripley—here's a definite part of the language of the

New Business

Drackett Chemical Co., 13 weeks

renewal, thrice-weekly 15-minute stanzas. WLW. Chevrollet Motor Car Co., 15-minute "Musical Moments' transcribed programs, thrice-weekly. WLW and WSAI.

regrams, thrice-weekly. WLW and WSAI.

Nason Auto Sales Co. thrice-weekly might periods, the minuse programs, of the minuse programs, of man-on-the-street variety, originating in sponsor's downtown shop in the Hotel Gibson, with Harry Lang as m. c., a la German dialect. WSAI.

Procter & Gamble Co., 52 minute, e. t. programs, sarting 26. Blackman Advertising, NYC. WCKY.

Dodge Bros., 20 one-minute transcribed announcements, Ruthrauff & Ryan, Inc., RYC. WCKY.

A McCampenents, Note 10 to 24. McCampenents, October 10 to 24. McCampenents, Oc

Piso, cold remedy, twice-daily spot announcements, 17 weeks, Lake-Spiro-Cohn, Inc. Memphis, Tenn. WCPO.

Spiro-Cohn, Inc. Memphis, Jenn. WCPO-07, remedy, 100 spot anamorements, twice daily, Key agency, local. WCPO.
Chesapeake & Ohio Raifway, 312.
C. & O. Musical Cocktail five-minute e. t. programs, daily except Saturday, starting Nov. 23. Lewis Edwin Ryan, Washington. D. C. WCKY.
Parker Bros, 52 one-minute spot announcements, daily except Sundays blumbing Roote, John W.
French, Bauer, Inc., series of Saturday forenoon 30-minute programs

day, blurbing Rook game. John W. Queen, Boston. WCKY.
French, Bauer, Inc., series of Saturday forenoon 30-minute programs dramatizing. Krim-Ko chocolate milk drink, starting Oct. 17. Sponsor to distribute 120,000 strips in homes weekly, through its milk truck drivers. John Bunker agency, local. WSAI.
Procter & Gemble Co., 100 one-minute e. t. announcements on Crisco, twice daily, Mondays, Wednesdays and Fridays. Radio Sales. WKRC.
Auto Dealers' Association of Cincinnation o

GRAND RAPIDS, MICH.

Hi-Speed Gas, Jimmy Allen Adventures 15-minute discs, five times weekly for 20 weeks. Placed direct.

WOOD-WASH.

Ironized Yeast Co., five-minute discs, twice weekly, 13 weeks.

Through Ruthrauff & Ryan. WOOD-WASH.

Ironized Yeast Co., five-minute KGO.

discs, twice weekly, 13 weeks.
Through Ruthrauff & Ryan, WOODWASH.
Reid, Murdock & Co. (Monarch Prodos), 158 spot announcements, 12
weekly for 13 weeks. Through Rogers and Smith. WOOD-WASH.
Rogers and Smith. WOOD-WASH.
Rogers and Smith. WOOD-WASH.
Reid, Murdock & Co. (Monarch Prodos), 158 spot announcements of the spot announcement of the spot announ

four), 312 spot announcements, weekly, Through Karl G. Behff W.OD-Waster Steel and Wire Co. (Midwest fence) 57 spot announcements, three weekly. Through Mace agency. WOD-WASH.

National Carbon Co. (Prestone), 26 spot announcements, six weekly. Through J. M. Mathes, inc. WOOD-WASH.

Willard Batteries, 84 spot announcements, 14 weekly. Through J. M. Mathes, Inc. WOOD-WASH.

Meiarim & Rewainith, and Wash.
Roman Cleanser, 104 spot snnouncements, two weekly. Through
Holmes, Inc. WOOD-WASH.
Chamberlain Laboratories, lotions,
151 one-minute transcribed announcements, six weekly. Through
Coolidge Adv. Co. WOOD-WASH,

Coolidge Adv. Co. WOOD-WASH,

POYNETTE, WIS.

Ben H. Anderson Myg. Co. (milking machines), 15-minute transcrition prygram weekly, one year. i

Colo-Soap Co. (soap powder), 15minute transcription program weekly, six months. Direct. WIBU.

Blum's Jewelry Store, Madison,
Wis., 30 minutes weekly, amateur
show, one year. Direct. WIBU.

Pyramid Motor Sales, Madison,
Wis., complete schedule of University
of Wisconsin football games. Direct.
WIBU.

Zueck-Wollenburg Co., Beaver
Dam, Wis., 52 spot announcements,
Direct. WIBU.

Motor Sales Co., Madison, Wis.
Spot announcements. Direct. WIBU.

Attens Sales & Service, Middleton,
WIBU.

WIBU.

Methon Wenz Department Store,
Beaver Dam, Wis. 15-minute transcription, weekly, one year. Direct.
WIBU.

SAN FRANCISCO

SAN FRANCISCO

Colgate-Palmotive-Peet, 26 oneinute announcements, Benton &

Colgate-Palmotive-Peet, 28 oneminute announcements, Benton &
Bowles, KGO,
Swift & Co, (Sun-Brite), quarterhour children's program, Sun-Brite
Junior Nurse Corps. Three days
weekly, Stack-Goble, KGO,
Campbell Cereal, quarter-hour
children's program, Junior Broadcasters Club, with Charles Gerrard,
Richard Dwan, Margaret George,
Paul Carson, Monday, Wednesday,
Friday, Mitchell-Faust, KGO,
American Tobacco (Roi-Tan,
cigars), 65 one-minute, nnouncements, et. Lawrence C. Gumbinner.
KGO.
Pacific Gas & Electric, quarter-

program, 'CHB House Party,' Tuesdays at 7:45 p.m. PST, starting Nov. 17. Small ork and dramatic skit. Through Emil Brisacher & Staff.

KPO.

William L. Hughson (Fords), quarter-hour program, Ernie Smith's Sports Highlights, Fridays at 7 p.m. FST, through Dec. 11. Through Harry Elliott, KYA.

Selix Clothing Store quarter-hour program, Ernie Smith's Sport Hights, Saturdays at 1:00 p.m. FST, through Dec. 12. Through Kay, Inc. KYA.

KYA.

Associated Oil, play-by-play football broadcasts, Through Lord & Thomas. KYA.

DES MOINES

Virginia Dare Beverages, 30-min. program weekly for 13 weeks, through Lessing Advertising agency, Des Moines. KSO.

Royal Order of Moose, -min. trans. Direct. KSO. -min. Store, 544 hours per week remote from the store. KSO.

Saunders Modern Modern Store, 544 hours per week remote from the store.

KSO. Musical Assion agency.

Chevrolet Motor Co. Musical Moments' program, 3 % hours perweek, renewal, Through Campbell-Ewald agency, KRNT.
Matio-Meal, 26 weeks, participation 'Magic Kitchen' program, Through Mitchell -Paust agency, KRNT.

Tronized Yeast, 2 5-min. trans.

KRNT. Through Ruthrauff & Ryan.

KRNT.
Public Steel Corp., 2 ½, hours weekly, 13 weeks. Through Moldrim & Fewsmith agency, KRNT.
Skelly Oil Co., 3 weather forceasts daily. Through Ferry-Hanley, agency, KRNT.
General. Foods (Huskies'), sponsorship of all U. of Iowa football games. Through—Benton & Bowles agency, KRNT.

sorsap of all C. or lowa football games. Through—Benton & Bowles agency. KRNT.

William Penn Hotel, five one-minute announcements. Placed by Sam K. Smith. WCAE.

Crowell Fublishing Co., quarter-hour program with Jean Abbey once weekly for year. Placed by Geyer, Cornell & Newell. WCAE.

Ironized Yeast Co., nine five-minute spots. Placed by Ruthrauff & Ryan. WCAE.

Lever Brothers. 39 30-word statistics. WCAE.

Lever Brothers. 39 30-word statistics. Placed by Ruthrauff & Ryan. WCAE.

Lever Brothers. 39 30-word statistics. Profits. & Seder Dept. Store, sporsorship of Morning Matinee, once weekly for 28 weeks. Placed by Dorland International. Five one-minute announcements, Placed by Elsie Lichtenstul. WCAE. Lutheran Church, half-hour program weekly for 26 weeks. Placed by Kelly & Stulman. WCAE.

Chevrolet Motor Co., 84 30-word station breaks and 100-word announcements. Placed by Sam K. Smith. WCAE.

College Inn Food Products Co., 30 oword announcements. Placed by Blackett-Sample-Hummert, WCAE.

Crusaders, Inc. Horse Sense Philosopher 15 minutes twice weekly for 13 weeks. Placed by Blackett-Sample-Hummert, WCAE.

Crusaders, Inc. Horse Sense Philosopher 18 minutes twice weekly for 13 weeks. Placed by Blackett-Sample-Hummert, WCAE.

General Mills. (Wheaties) 10-minute sports review once weekly for nine weeks. Placed by Simons-Michelson. WCAE.

Maryland Pharmaceutical Co., daily weather once weekly for nine weeks. Placed by Simons-Michelson. WCAE.

Maryland Pharmaceutical Co., daily weather on nouncements on The O'Neills. Placed by Blacketham agency WCAE.

Maryland Co. 26 nuarter Pharmaceutical Co. announcements on The O'Neills.

one year. Placed by Joseph Katz. WCAE.
Procter & Gamble, three cut-in announcements on The O'Neills. Placed by Blackman agency, WCAE.
Placed by Blackman agency, WCAE.
Draws, Inc., 130 five-minute spots.
Walker & Downing, KDKA.
Draws, Inc., 130 five-minute spots.
C. C. Winningham. KDKA.
Dr. Miles Laboratories, 156 quarter-hours. Wade Agency, KDKA.
Campbell Cereat Co., 75 quarter-hour spots. Mitchell-Faust. KDKA.
United Draws Co., 15. five-minute, 150 five-minute

Announcements, John Thomas Miller, KDKA,
John Morrell Co., 78 four-miller announcements. Henri, Hurst & McDonald, KDKA,
Gimbel Bros. of Pittsburgh, 39
three-minute announcements, Elsie
Lichtenstul, KDKA,
Cline Johnston, Inc., 27 fourminute announcements, Advertisers,
Inc. KDKA,
Little Crow Milling
quarter hours, KDKA,

Sales Mgrs. Own Convention

Chicago, Oct. 20.

Commercial Managers Division of the National Broadcasters' Associations will hold its first annual convention at the Sherman hole here on Jan. 18. This was decided last week in a special meeting of divisional heads, chiefed by Buryl Lottridge of KOIL.

Attending were Ed Flanagan of WSFD, Mallory Chamberlai WMC, Les Fox of KMBC, Hale Bondurant of WHO, Lew Avery of WGR, Bill Kline of WLS and Lottridge.

Convention in January is figured as the most important meet in the future in the Station Managers, laying the keyatone of the organization which has developed into an important position in the ether industry in the few short months of its existence. Convention will discuss the major problems of the station managers and the industry, especially for the purpose of eliminating the conflictions which exist because of the many different systems of operation among the stations. Convention will seek to establish a standardized rate system, among other angles, so as to smooth business relationsh ith agencies and advertisers.

Meeting, which will be closed to the outsiders entirely, will be addressed by several keymen in the advertising and agency biliness. Roscoe (Bob) Barrett, radio buyer for the Blackett-Sample-Hummert agency here, will make a talk scheduled for the meet. Also Paul West of the American Newspaper Association and several other advertising names. James Baldwin, Charles Myers and H. K. Carpenter are stated for appearances at the meet.

Parkhill Bedding Co., transcriptions, Roll Out of Bed With a Smile, daily for month. Placed through All-Canada Broadcasting System. CJRC and CJRM (Moose Jaw). Globe Bedding Co., i5-minute shot of slumber music at 11 pm, for 13 weeks, Placed through All-Canada group. On CJRC CJRM, CJGX (Yorkton); CFQC (Saskatoon); CFCN (Calgary), and CERN (Calgary).

CFCN (Calgary), and CFRN (Calgary).

St. Charles Hotel, 15-minute chats on 'Bright Spots in the News, each Monday at 9:30 for 15 weeks. Placed through All-Canada group. CJRC.

Capitol Coal Co., ave-minute sport flashes lest thing at night. Dally for 13 weeks. Placed through All-Canada group. Falced, 15-minute Polyton Problem of the Air. Monday through Friday. Placed through All-Canada, on long term basis. CJRC.

Dr. Williams' Pills, 15-minute transcription, three times a week. CJRC.

SALT LAKE CITY te Furniture Co., 52 half

SALT LAKE CITY
Granite Furniture Co., 52 half
hours. Direct. KDYL.
Hibbs Clothing, 26
Direct. KDYL.
Albers Holling, 26, 26 quarter
Albers Holling, 26, 26 quarter
Massey Seattle. KDYL.
Boyle Furniture Co., 52 quarter
hours. Direct. KDYL.
Tracy. Loan & Trust, 26 quarter
hours. Tasad to Contentment' e. t.
Direct. KDYL.
Walker Bank & Trust, 13 quarter
hours, Tives of the Great' e. t.
Gillham Agency. Salt Lake. KDYL.
Pabst, 124 night time signals.
Morris, Schenker & Ross, Chicaso
KDYL.
Hunter-Thompson, Inc. (shoes), 52

KDYL.

Hunter-Thompson, Inc. (shoes), 52
night signals. Direct. KDYL.

Furmbuilt of New York (men's
suits), 3,000 daytime announcements
and 52 night signals. Direct. KDYL.

Buckle. Electric, 300 day time announcements.

nouncements. irect. KDYL.

ROCHESTER, N. Y.

H. L. Hunter Fur Store, 15-minute transcriptions. Romance of the Air, weekly for 13 weeks. Direct. WHEC.

Home Store, 15-minute transcription Life of the Parkers, weekly for 13 weeks. Direct. WHEC.

Studebaker, 15-minute transcription Life of the Parkers, weekly for 15 weeks. Through Roche, Williams. & Cunnyngham. WHEC.

Jules Herman Clothing Store, 15-minute transcription, Musical Varieties, weekly for 26 weeks. Direct. WHEC.

H. B. Gravés Furniture Store, five-minute transcriptions of furniture episodes, weekly for 26 weeks. Through E. C. Roders. WHEC.

Through E. C. Roders. WHEC.

NEW KORK CITY

weeks. Direct, WHEC.

NEW YORK CITY

Gude's Pepio Mangan, spot announcements, indefinite. Placed through Brook, Smith French.

WNEW.

Frederick Fuel Co.,
ments. 13 weeks.

WNEW.

Rogers Clothes. Inc., 15-minute
programs four times weekly, 13
weeks. Schillin Advertising Corp.
WNEW.

Drug Trade Products, four 15-minute
periods daily, indefinite. Placed
direct. WNEW.

Barradal, 15-minute e. t., each Thursday, ill run for 13 weeks, Set by N W Ayer & Son, N W T. Gratt & Co., Sundays, 1:15-130 pm organ program for 28 weeks, KFOR.

Barradall, 15-minute e. Thursdays, Through Cooperative Agency, Tulsa, Okla. Contract to run six months. KFAB.

Standard Oil Co. Sponsoring Link Lyman, line coach of the Nebraska football squad, this oil outfit is aired Wednesday, Friday and Saturday, at

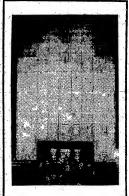
which time college football is diagnosed. Time is 6:45-7 p.m. Program was set by McCann & Erickson, Inc. Chicago. KFOR.
National Bellas Hess Co., 10 minutes of news broadcast, 6:45-6:55 a.m., six days weekly. Deal spotted by Ruthrauff & Ryan, Inc., N. Y. KFAB.
Gooch & Co. iggest milling establishment in this section is sponsoring 'Crossroads' of the Nation, interview gag. Time 4:30-4:45 p.m. daily, KFAB.
Republic Sieel, t., 15-minutes, 15-7:30 a.m. Tuesdays and Thursdays, for three months. Agency handling is Meldrum & Fewsmith, Inc., Cleveland. KFAB.

BOSTON

United Drug, five 15-minute elec-trical transcriptions five times week-ty, am., starting Oct. 13-27. Through-Street & Finney, Inc., N. Y. WNACC, Moorehouse Baking Co., Lawrence, Mass., 104 15-minute electrical trans-scriptions twice weekly. Fri: and Sta. a.m., started Oct. 2 and ends Sept. 25, 1937. Through Bennett & Snow, Providence. WNAC. Gentles Baking Co., Boston, 1095 30-word announcements, Direct. WNAC.

-word announcements, Direct. NAC. Boston & Maine Railroad and New

(Continued on page 64)



America's Oldest Radio Station Established August 20, 1920

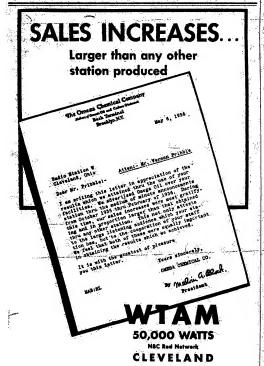
FIRST in Listener Interest.

America's 4th Market

New York H. BETTERIDGE, 247 West 41d Street

Chicago HOLLINGBERRY North Michi

Ultra High Frequency tation W8XWJ 31600 KC



Completely programmed by NBC

GALDWELL GALL

Federal Communications Bar Association Will Hold General Meeting Nov. 18 in Washington — Active Practice Group Swelled by Out-of-Towners

4 MONTHS OLD

Washington,

Washington, 20.
Growth of the Federal Communications Commission Bar Association, composed of radio attorneys from all parts of the country, was reported last week to have reached the 129-membership mark—all members having cked with the necessary fee.

ing icked with the necessary fee.

Proposed barely four months ago by Louis G. Caldwell, spokesman for clear-channel stations, the F.C.C.B.A. now boasts roll-call which i law. Most of the membership is made up of attorneys who find Washington a good spot in which to practice because of proximity to the Commish, and of New York briefsters who visit the Capital often—but many individuals representing stations in far-off states have joined up. List of those who-were present at the organization meeting and who are charter members of the assocition follows:

tion follows:
Louis G. Caldwell, Frank Roberson, George S. Law, H. Lohnes, Wi iam P. Smith, Frank W. Wozen-croft, John E. Wing, Alan B. David, John B. Brady, Phili J. Hennessey,

Only Woman Lawyer

woman member of the

woman member of the new Communications Commission Bar Association is Mabel-Walker Willebrandt, former assistant S. Aftorney. General, Competing with males who form all but one unit of the new group of briefsters specializing in ironing out the wees broadcasters, Mabel is the only gal lawyer practici fore the Commish.

Jr., Donald C. Beelar, Arthur E. Cook, A. Rea Williams, Richard C. Home, Jr., Ralph L. Walker, George S. Smith, Paul M. Segal, George F. Rurd, Paul D. P. Spearman, Ralph K. Kimball, F. R. Elsasser, Melvin H. Dalberg, Harvey Hoshour, Joh. W. Kendall, Karl A. George O. Sutton.
L. Alton Denslow, Johnston, Fred W. Albertson, Stuart Sprague, Edwi Boyd, Ralph F. Coli D. M. Patrick, Joseph H. Ream, James H. Hanley, Herbert M. Bingham, G. S. Jameson, John W. Guider, Syron G. Carson, Frank Stollenwerck, William M. Smith, James W. Gow, Charles V. Wayland, rank D. Scott, Arthur W. Scharfeld, Ben S. Fisher and Herbert M. Peck.

Scott, Arthur W. Scharfeld, Ben S. Fisher and Herbert M. Peck.

Mabel Walker Willebrandt, oward W. Vesey, Ralph A. VanOrsdel, Reed T. Rollo, Frank Quigley, Swagar Sherley, L. Ashby, E. G. Prime: L. Grimshaw, Henry Ladner, R. P. Myers, J. A. McDonald, T. axter Milne, Elimer Pratt, J. Warren Wright, T. P. Littlepage, Sr., T. Littlepage, Jr., John M. ittlepage, William A. Porter, Sydney M. Kaye, Manton Davis, James L. Profitt.

Out-of-Towners who rushed applications for membership and have become full-fledged F. C. B.A. dramatis, personae were as follows: James Robert Curtis, C. R. Dean, Howard S. Leroy, Edward W. Beattie, Frank E. Randall, Tracy J. Peyclee, Willson Hurt, Fontaine C. Bradley, Clarence C. Dill, Philip G. Loucks, Frederick Leuschner, John C. Kendall, William E. Leahy, Bethuel M. Webster, William A. Hannon, Carl M. Jacobs, Paul L. Martin, Frankland Bri s, Henry B. Walker,

Albert E. Hausman, Otto F.
John W. VanAllen, John Ray,
Spencer Gordon, Isaac Levy, Louis
Levinson, Pierre Goodrich, John
Rabb Emison, Henry Noe, H. Arthur
Dunn and rla St. Clair.
J. L. Milligan, John H. Wharton,
Percy H. Russell, Jr., Gustave
Augustus Gerber, Alexander Kahn,
Joseph F. Krizek, liot C. Lovett, E.
Hanson, Carl F. Arnold, Chester H.
Wiggi C. P. Randall, Alvin A.
Kurtz, John M. Davis, J. Bruce
Kremer, Raymond F. McCauley,
Manheim Rosenswei , George B.
Whissel, S. Whitney Landon, Seymour O'Brien, E. F. Coladay, T.
Brooke Price, Richard N. Stevens,
B. G. Bechhoefer, "Frederic Sammond, John A. Senneff, Howard
L. Kern, William H. Lamb and E.
Everett Mather, Jr.
New Bar Association will hold a
general meeting on Nov.

Batten Heads N. W. Aver

Harry Batten is the new prexy of the N. W. Ayer agency, filling the place of the late Wilfred Fry. Heretofore Batten been an

Radio Dementia

Buffalo, Oct. 20.

ison F. Busch of WGR-WKBW wrote a series of announcements for Schwegler ros on electric appliances, stressing low cost of electricity, etc. They went on the air.

BBD & O thought they were pretty good, had them recopied on BBD & O stationery and sent them over to Niagara Hudson iagara Hudson sai in effect. These are the nuts! and rushed them over to Schwegler Bros. Schwegler, in turn, sent them to Busch at WGR-WKBW with the notation. This is great stuff. Why don't YOU ever write announcements like this for US?

Kay's 26 Pick-Ups

Des Moines, Oct.

Jowa Network has booked Herbie
Kay orchestra for the Auto Show

Nov. 21.

Iowa web will program some 26 air shots from the Coliseum, where the uto show will be in session.

CBS Buys WOAI, San Antonio

Pays \$550,000 for 50,000-Watter - Means Hearst-NBC Will Get Together

contract for the purchase of WOAI, io 50,000-watter, from the Industries Station is Southland Industries

NBC as local release for gation

San operates at 5,000 watts days and 1,000 yesterday (Tuesday) closed a watts ni

New Status

New Status
As things will stand in Texas after
the WOAI takeover, CBS will have
two 50,000-watt channels and
1,000-watter, while NBC will have
single high-powered alliance
(WFAA-WBAP; Dallas-Fort Worth)
and two 1,000-watters, KTSA and
KTRC, Houston. Columbia's other
releasing spots will be KRLD, Dallas,
and KTRC, Houston.

gation NBC as local release for single high-powered alliance either the red or blue link, and even if the Federal Communications Commission approved the buy, it will be necessary for Columbia, to give the opposition a year's notice. Purchase price is 'reported to be \$550,000.

Acquisition of WOAI by Columbia alle to take over the operation affiliations in this section of station affiliations in this section of Texas. NBC faces no alternative but to ally itself with Hearst hereabouts through the substitution, particularly, of KTSA. Latter Antonio outlet, NBC, and John Shepard, the 3rd.

Up \$723,000!

NBC's September Time Sales top best previous September by over 33%

September 1936, gross network time sales made it the biggest September in NBC history—with a million dollars more

revenue than any other network or system. The total is the 5th Largest Monthly Total ever grossed by the National Broadcasting Company.

This same September's total was 19.2% above that of August, 1936, and the figure has been topped by only four other months in NBC's entire history!

These gratifying increases are due to one thing only: the fact that NBC Blue and Red networks best deliver the greatest number of the most popular programs. They will continue to do so.

NATIONAL BROADCASTING COMPANY, INC.

A Radio Corporation of America Service

RADIO CITY, NEW YORK

Vandenberg Says 'Incident Is Closed'; *Radio Business Angry at Politicians

Broadcast industry' reaction to the Senator Vandenberg incident is tinged with equal par of anger at being put on the spot and of philosophical resignation that the Presidential campaign has now entered the anything goes phase.

Hill-Blackett, John Ben Pratt and others connected with the Republican radio direction of the property of

Washington, Oct. 20. Strong avoid getting burned i the row over refusal of Columbia Broadcasting System to allow Senator Arthur H. Vandenberg to dress up a political address ings of President Roosevelt's 1932 campaign speeches was displayed in Federal Communicans Commission circles Monday

THE MIDAS TOUCH

The "pay dirt" has never run out in the area served by KGO. This rich community has

plenty of money to spend - and it actually

spends more per capita than any other in the

country. Let us show you how KGO delivers pay-

ing customers in this really prosperous market.

Completely programmed by NBC

7,500 WATTS

50-Word Audition

Philadelphia, After sweating three solid hours, WIP salesman yesterday staggered into station with constaggered into station with con-tract for three spot announce-ments a week. Couple minutes after arrival, prospective spon-sor phoned to request an audi-

What's more, he got it—the entire 50 words of bally.

MEX. BROADCASTER'S TALENT HUNT IN CUBA

Havana,

Emilio Azcarraga, owner of Mexico's XEW and the Alameda The atre, visiting here up talent for his airer and also make a tieup with some local station to broadcast programs from a watt shortwaver Azcarraga expects

tions Commission circles Monday (19).

Seeking to duck responsibility of ruling on legality of CBS action, broadcast division let it be known no inquiry will be launched unless formal complaint is received. Divisionites have no intention of digging into the incident on their own responsibility, but promised that if any parties interested in the program squawk a study will result.

With no official bleats hand Commiss members pi holed a few squawks from listeners and persons not directly involved, although strong demand for action to penalize Vandenberg was made by Rajbu Strassburger, Norristown, Pa, publisher who recently jumped from Landon to Roosevelt.

Denouncing Vandenberg's stunt as abuse of radio, Strassburger filed protest against, 'chicanery and deception bordering on fraud.' Wired Commissioner George Henry Payne that the Republican orator deliberately sought to dupe dial-twisters into thinking President Roosevelt actually was on the air and expressed hope there will be action.' Tracident is Closed'

Doubt that Commish will be bliged to handle this hot potato was expressed after Senator Vandenberg wired Payne the incident is closed'

Doubt that Commish will be bliged to handle this hot potato was expressed after Senator Vandenberg wired Payne the incident is closed' and defended his action. Asking

Steven Hannegan is whooping it up for a gadget that ives 'silent' radio reception for hospital pati hotel guests,

NBC NEW PROGRAMS

Washi Machine : Woman's Magazine of the Air,' Tuesdays, 3:45 to 4 p.m., PST, start-ing Oct 6; 13 week Basic Pa-

ing Oct. 6; 13 week Basic Pacific Red.

CBS. NEW PROGRAMS

Lace Products (Castile soap, Laco shampoo, Laco sterilized powder, Laco olive oil, Pompeian, clive oil):
Maybelle Jennings What's On Your Mind' Interviews, Tuesdays and Thursdays, 1:15 to 1:30 p.m., EST, starting Oct. 20; for 52 weeks, Via Washington, Baltimore, Philadelphia, New York, Boston, Hartford, Providence, Worester, Springfield, Bridgeport, Manchester, Bangor.

Democratic National Committee: Undecided show, Saturday, Oct. 31, 930 to 10:30 p.m., EST, and Monday, Nov. 2, 11 to midnight, EST; twice only. Via Basic 21 stations, 61 supplementaries, and Florida and Pacementaries.

only, Via Basic 21 stations, 61 supplementaries, and Florida and Pacific groups (63 stations).
MUTUAL NEW PROGRAMS
Numismatic Co.: Money and Music, Tuesdays, 7.45 to 8 p.m., EST.
beginning Oct. 20. Via WLW, WOR.
WCM, CKLW.
(Note: New programs or renewals for more than 13 weeks are generally cancellable in cycles of 13 weeks on 30 days' notice.)

Here and There

Col. Roscoe Turner will headline the Flying Time' sustaining serial on NBC out of Chicago, starting his stint in November.

Leonard Lake, new Akron, announcing WJAY, Cleveland.

Doris Poole will be Mrs. Ray ton on Nov. 15, according to present plans.

. Quisenberry of the Affiliated midwest web back from European

Roy O'Dell Rey O'Dell Max Rainey, for-merly with Doc Schneider's Texans, have teamed as the 'Hi Boys' for a vocal-instrumental act over WGY,

ill McCullough, of WMBC, De-troit, has been added to announcing staff of WJR, Detroit.

Jimmy Higgins, ex-ork leader at WWJ, Detroit, now playing in Sam Benavie's band at WJR, Detroit.

Leon Fowler, ex of WMBG, Richmond, comes to WGH's Norfolk office as member of sales force.

George Duffy out as manager WATR, Waterbury, Conn. Jim Parker succeeds.

Vera Cruze, songstress at WELI New Haven, vocalizing with Eddie Weaver's band at Hotel Taft.

Frank Fotl Thursday (22) opens fall season of Bridgeport WPA symph on WICC.
W9XBY, Kansas City, staff now includes Malvania Whi and Richard Scheidker.

Curils & Alien arranged the recordings of four personalities for the Edgeworth program, Captain Bob Bartlett, Arctic explorer; Dector Raymond, Ditmars, zoologist; Lou Little, Columbia U. football coach, and Com. Charles E. Rosendahl of Lakehurst.

Clyde Baker, chi WC-WNBR, Memphis, is in Boston WMC-WNBR, Memphis, is in Boston visiting. She p h a r d. Broadcasting System to study its new feeding system of using two transmitters on one antenna and using an ultra high frequency atop the regular broadcasting antennae.

WNBR, Memphis, went the NBC network part-time, Tuesday (13) and will carry a few sustaining programs hereafter.

Athiyn Deshais, dramatic and publicity director for WHBY-WTAQ. Green Bay (Wis.), has resigned to join the Milwaukee Senti

Network Chart

'Mary and Her

new KJR, Seattle, program, spon-sored by Carnation Fresh Milk, get-ting aired 30 minutes daily except Sat, and Sun. "Garden' refers to thoughts, not soil.

Ralph Atlass Ends Typo Union Threat

Menace to WIND, Gary, Ended as Labor Group Withdraws Petition

Foreign Contracts

Lentheric (perfume) has ordered 13 quarter-hour periods over WKAQ, San Juan, for live talent shows. Or-der placed direct through Conquest

Standard Oil, which originally had skedded 27 full hour periods over CMX. Havana has upped its contract to 52. Program is a straight musical with live falent. Through McCann-Erickson.

Carter's (liver pills) has renewed its one-minute announcements for six morths on WNEL. San Juan; CB114. CB120 and CC64. Chile; TIEP and TIGHP. Costa Rica; HIZ. Domi ican Republic; KGMB, Hawaii; OAX4G and OAX4J, YVIRC and YVIRMO, Venezuela, and HP5B, Panama. Campaign handled by National Export Agency and placed with Conquest Alliance.

Borden (Klim) signing for 13 half-hours on HJ1ABB and HJ5ABD, Co-lombia, for musical transcriptions.

rocter & Gamble (Ivory) is or-dering 33 weeks of one-minute daily announcements via KGMB, Hawaii. Through Blackman agency and Con-quest Alliance.

Prophylactic (toothbrushes) re-newing its amateur program (half hour) for 13 weeks over KGMB, Hawaii. Brings the stanza up to a full year. Through National Ex-port.

Lucky Strike has ordered 13 more versions of its CBS 'Your Hit Parade and Sweepstakes' for KGMB, Ha-waii. Third renewal.

Listerine half-hour amateur shot over KZRM, Manila, has been re-newed for 13 times. Through Na-tional Export and Conquest Alliance.

Bolet (hygienic preparation) buying spot announcements over HJIABB, Colombia, on a schedule Washington, Oct. 20.

Ambitions of militant International Typographical Union to get into the radio picture were iced, temporarily at least, last week when petition operating on 560 kc at Indianapolis was suddenly withdrawn. Recall removes serious threat to future existence of WIND, Gary, Ind. which now has this spot in the spectrum of the control o

moves serious threat to future existence of WIND, Gary Ind, which now has this spot in the spectrum.

Withdrawal of Typo plea was not entirely unexpected, but apparent shelving of plans to gain another air outlet for labor organizations provided a general surprise. No indications yet whether unhonites will come forward with another, proposition, although some hints are given that I.T.U. will apply for right to broadcast on 600 kc, which now has five occupants—WREC, Memphis; KFSD, San Diego; WCAO, Baltimore: WMT, Cedar Rapids, and WICC, Bridgeport. Atlass' Utilimatium

Abandonment of plans to demand WIND's betth came after Rapip Atlass, owner of the Gary station, had demanded the newcomers either recant or justify their charge that Atlass originally obtained his franchise by fraud and misrepresentation, Nasty fight has been averted as a result, since WIND was prepared to carry the case to the Supreme Court in event of anticipated unfavorable ruling.

Factional differences within union ranks are regarded as part of the ex-

in event of anticipated unfavorable ruling.
Factional differences within union ranks are regarded as part of the explanation for the backdown. Although last convention authorized I.T.U. exces to press plan, there has been much ill feeling over the project, particularly in view of the fact that the Typos in the past have led the fight for nationalization of the broadcasting industry and curtailment of air advertising.
Original setup was for I.T.U. lease the proposed station to National Broadcasting Co., which now is affiliated with WIRE in Indianapolis.

Jensen's New KUJ Title
Walla Walla, Wash, Oct. 20.
M. F. (Jerry) Jensen, heretofore
commercial manager of KUJ here,
has been upped to director of the
station. Same time a staff augmentation is senior on

station. Same time a staff augmenta-tion is going on.

Norvel Armes added to sales staff.
Gordon Kelly, KRI.C. Lewiston
(Idaho), joins engineering. Bill
Tifield, lately with KIRO, Seattle,
is a new mikeman.

"ORIGINALITY, IDEAS AND SALESMANSHIP"



A cereal company's agency writes to KDKA: "We have had this offer on about twenty stations and I think that your scripts show more originality, ideas and salesmanship than those we have received from any other station." Programs plus audience preference for KDKA have resulted in great sales for this client.

KDKA 50,000 WATTS
NOT BURGH

Completely programmed by NBC

SHOW IN BIZ RIVALRY

Acousticon, mechanism for the hard of hearing, is putting Tony Mutual Thursday afterstarting tomorrow

(22) read poetry and philosomeria. A competitive mechanism, Sonotone, has been on NBC for several weeks; using Cheerio (Charles K. Field) to do the same sort of routine. Cheerio clean: for the account Tuesday afternoons.

count Tuesday afternoons.

Bitter, competition between these
two devices reflected itself when
Cheerio launched for
Sonotone: The Acousticon took
ads radio pages newsame day pluggi s
mechanism.

SEEK SOB SISTER STUFF FOR PROGRAM AT WMCA

WMCA. New York, is Installing a roving reporters who are bust into regular programs with snatches of feature news. Due is Frankic Basch, newspaper gal, and Marti Starr, who previously had a program called 'Razzing tire News.'

Team has been instructed to get much sob-sister stuff as possible.

Group Becomes 'System'

Inter-City Group—nine stations along the Atlantic seaboard formed into a regional under WMCA, New York—is changing its name to Inter-City Control of the Con

York—is changing its name to Inter-City System,
Reason for the monicker alteration is that 'system' is supposed to sound more mature than 'group.' Outfit claims it's grown up.

CARBON COPY F.C.C. OKAYS SHIFT

Washington, Oct. 20.
Deciding there is no further reason for stalling, majority of the F.C.c. broadcast division last week yielded to political pressure and gave go-shead sign for WOL, Capital's only 100-watter, to grow up and become the city's second most powerful transmitter.

ltal's only 100-watter, to grow up and become the city's second most yowerful transmitter.

unexpected reversal form divisionites reaffirmed previous strant of authority for WoL to shift from 1310 to 1230 kc.

unexpected reversal form control of the control of

Estelle Caen, sister of Herb Caen, radio editor of the Cronicle, and Juilli chool of Music grad, pianos solos on Meredith Willson's coast-to-coaster Wednesday (21) from NBC's San Francisco studios.

OF WOL TO 1230 KC. BLACKMAN DEMANDS 300-TIME DISCOUN UNIFORMITY FOR AUDITING CONVENIEN

STATION COMMENT

MARTIN CAMPBELL

WHAA.

Whole questing of discounts may be summed up at WFAA as a rate guarantee for one year from the date of the first broadcast, but announcements and programs of five minutes ro longer may not be combined to earn larger discounts.

earn larger discounts canser from the iscount requirements,
we are cooperati with the agencies
in an attempt set up uniform
practices.

There have been, however, several
requests which we have had to de
cline, and until we know more
actly what Blackman proposes we
can not say just what our attitude
will

K. CARPENTER WHK, Cleveland

WHK, Cleveland
lackman agency wants any
uniform change in rate structure
policy believe agency should comunificate direct with James Baldwin
of NAB, who will present matter
to proper authorities in that organization.

PURNELL GOULD
WFBR, Baltimore
We have 300 times frequency of
25% discount and we know no reason why we shouldn't.

BURYL LOTTRIDGE KOIL, Omaha

KOIL, Omaha

I believe uniform iscount schedule plan would an asset to every station. Believe it should be based on either maximum frequency or periodic dollar volume.

JOHN SHEPARD 3d Yankee Network

Yankee Network:

For years we have believed that no client should be able to earn maximum discount without staying on the air 52 consecutive weeks. We tried out this plan several years ago, but abandoned it because practice

Larger Stations Expected to Oppose Agency's Idea as Against Best Interests of Broadcasts-No Protection If Account Walks Out

was not general. ince networks have now adopted a similar plan and use is therefore more or less general we have again adopted a similar plan as per our new rate cards issued in September.

We are in favor of as much uniformity iscounts and structure of rates as possible, but if said uniformity is to call for maximum discount without 52 weeks of consecutive broadcasting, then we are against the recommendation. Feel that it would be beneficial—the same percentage of hour rate for half-hour, quarter-hour, one-minute announcements, etc., and we feel that progress is beimade in this direction.

Blackman agency decided to hand out its spot broadcasting business on a frequency basis of 300 times and, if necessary, institute a teampaign showing recalcitrant stations that this policy will in the long run be the best for all concerned. Account which this arrangement will affect particularly is Proteir & Gamble.

Agency anticipates some strong obtection to the idea, especially from major transmitters which have their schedules pretty well sold out, but is prepared to overcome such barriers by pointing out that these stations are dealing with of the industry's biggest customers and that by accepting the 300 or more discount setup they will be assuring themselves of long-term income. What is actually behind the Blackman proposition, is an attempt not only to simplify its own bookkeeping system but make the 300 time discount allowed by each outlet form arrangement it would be unform the agency's bookkeeping department to entangle inger than the transport of the same basis, Blackman would be able to do its paying-off according to a set discount allowed by each outlet form arrangement it would be unform the agency's bookkeeping department to entangle inger than the account set of the same basis, Blackman would be able to do its paying-off according to a set discount allowed by each outlet form arrangement it would be unform the agency's bookkeeping department to entangle in the same basis, Blackman would be able to do its paying-off according to a set discount allowed by each outlet form arrangement it would be unformed to the same basis, Blackman would be unformed to the same basis, Blackman would be able to do its paying-off according to a set discount allowed by each outlet form arrangement it would be unformed to the same basis, Blackman would be unformed to the same basis, Blackman would be able to the same basis, Blackman would be unformed to the same basis, Blackman would be able t

discount angle in its own way.
With all stations contracted on the same basis, Blackman would be able to do its paying-off according to a set discount allowed by each outlet for the 300 times. Under such uniform arrangement it would be unnecessary for the agency's bookkeeping department to entangle itself individual computations every time a new level of frequency rates was reached.

a new level of frequency rates was reached.

Line of argument that the objectors to the 300-or-more-times discount set-up usually advance is as follows: If the privilege is extended to one agency it should be allowed all other agencies; and if such becomes the case what protection will the station have in the event an account steps out and leaves agency holding the bag on a contract which had run far short of the 300-time obligation. The station would find it tough to collect the short rate from either the agency or the sponsor, since the latter particularly would regard any making of such adjustment as tantamount to paying for a dead horse.

W3XAI

6060 KC AND 9590 KC PHILADELPHIA

Announces Its Increase In Power from 1000 to

10,000 WATTS

Owned and Operated by

WCAU **RROADCASTING COMPANY**

PHILADELPHIA



46

F.C.C.'S WASHINGTON DOCKET

GRANTS AND DECISIONS

Alaska: Edwin A. Kraft, Fairbanks, denied new transmitter to be operated on 950 kc with 250 watts, commish sustai ing Examiner George, H. Hill; John Stump, Fairbanks, denied new transmitter to be operated on 1210 kc with 100 watts nights, 250 watts days, Hill's recommendation reversed.

District of Columbia: WOI

Hill's recommendation reversed.

District of Columbia: WOL, American Broadcasti
Company, Washington, received the nod on changes
equipment, location shift for transmitter and studio,
change of frequency from 1310 kc to 1230 kc and power
boost from 100 watts to 1 kw, commish reversing Examiner M. H. Dalberg.

Illinois: WTMV, Mississippi Valley Broadcasting Co.,
E. St. Louis, day juice-jump to 250 watts, from 100
watts.

islana: KRMD, KRMD, Inc., Shreveport, changes quipment, install vertical radiator and boost day er from 100 watts to 250 watts.

power from 100 watts to 250 watts.

Maine: WRDO, WRDO, Inc., Augusta, temporary license renewal for period ending January , 1937.

Minnesota: Robert K, Herbst, Moorhead, new station to be operated on 1310 kc with 100 watts days (share nights with Roberts MacNab Co., Jamestown, N. Dak, see next paragraph), commish sustai ing Examiner P. W. Seward in part; Duluth Broadcasting Co., Diluth, new station application, ing operation on 1200 kc with 100. watts, dismissed with prejudice, Examiner Seward.

North Dakola: Roberts, MacNab Co.

Staminer Seward.

North Dakota: Roberts, MacNab Co., Jamestown, new station to be operated on 1310 kc with 100 watts (share nights with Robert K. Herbst).

New Mexico: J. Laurence Marti, Theumeari, nied new station to be operated on 1200 kc with watts, commish reversing Examiner Seward.

Pennsylvania: WJAC, WJAC, Inc., Johnstown, day power boset from 100 to 250 watts, share with WFBG, Altoona, Pa., commish upholding Examiner Dalberg.

Teanessee: WMC, Memphis Commercial Appeal, Inc., Memphis, day boost trom 2½ kw to 5 kw and change transmission site locally.

Washington: KMO, Tacoma, install vertical boost power from 250 watts to 1 kw.

REFERRED TO EXAMINERS

REFERKED TO EXAMINEKS

Connecticut: WNBC, State Broadcasting Corp., New Britain, changes in equipment, install directional antenna for day, and night operating from 250 watts days to 250 watts unlimited:

Maryland: WTBO, Associ roadcasting Corp. Cumberland, increase time, and power from 250 watts days only 10, 250 watts unlimited (to be heard before the Broad- 9, Division).

Minnesota: Dally News Corp., St. Paul, new station to be operated on 350 with 1 kw days only. Othic WRBC, Inc., Cleveland, new station to be operated on 350 with 1 kw, using directional antenna for day and night time operation, WBNS, Inc., Columbus, boost power from 500; kw nights, 5 kw days.

Oregon: KOOS, Pacific Corp., Marshfield, change equipment and time of operation from 250 watts days to 250 watts unli

watts days to 250 watts unli Pennsylvania: WHAT,

" Philadelphia, new transmitter site, changes in equipment, install directional antenna system change frequency from 1310 to 1220 kc, increase power from 100 watts to 1 kw and change time of operation from sharing with WTEL, Philadelphi, to unlimited Sharon Herald Broadcasting Co., Sharon, new station to be operated on 780 kc with 250 watts days only.

Washington: Vancouver Broadcasting Co., Vancouver new station to be operated on 1500 kc with 100 watts,

Wisconsin: Walter . McGenty, Rice on to be operated on 1210 kc with 250

NEW PETITIONS

Arizona: KOY, Phoenix, voluntary assignment of li-ense from Nielson Radio & Sporting Goods Co., to Salt Valley roadcasting Company.

Arkansas: KARK, Little Rock, new equipment, move ransmitter and power boost from 500 watts to kw,

ATMANSAS: KARK, Little Rock, new equipment, move transmitter and power boost from 500 watts to kw, nights.

Colorado: KFEL, Denver, change hours of operation from sharing equally ith KVOD, Denver, to unlimited (contingent upon granting KVOD) application for change in frequency and hours of operation); KVOD, Denver, change frequency from 920 to 630 kc, change hours of operation from sharing with KFEL. Denver, to unlimited time); Mile High Radio Corp., Denver, new station to be operated on 1210 kc with 100 watts nights, 220 watts days.

Florida: Metropolis Co., Jacksonville, new station to be operated on 1290 kc with 250 watts.

Hillnels: L. ill, Peoria, new station to be operated on 1290 kc with 250 watts.

L. ill, Peoria, new station to be operated on 120 kc with 250 watts.

What Station to be operated on 120 kc with 100 watts, watton to be operated on 1200 kc with 100 watts, days only; WCAZ. Cartbage, change equipment and boost, power from 100 to 250 watts; WTAD, Quincy, install new transmitter and anter, move transmitter and increase power from 100 watts to 1 kw.

Iowa: Frank M. Dunham, Fort Dodge, new station to be operated on 1500 kc with 100 watts, days only; KFNF, Carthage, changes in equipment and increase power from 1200 to 1500 kc, omit request for facilities of WJBW, New Orleans.

Massachusetts: WBZA, Springfield, requests facilities of WJBW, New Orleans.

Massachusetts: WBZA, Springfield, requests facilities of WJBW, New Orleans.

New Mexico: Earle Yates, Las Cruces, new station be operated on 1500 kc with 100 watts.

New Mexico: Earle Yates, Las Cruces, new station be operated on 1500 kc with 100 watts inghts and watts days.

York: Troy roadcesting Co., Inc., Troy, new station to be operated on 500 kc with 100 watts inghts and watts days.

New Mexico. Barle Tales, Las Cruces, new status days.

York: Troy roadcesting Co., Inc., Troy, new station to be operated on 1900 kc with 1 kw; WABY, Albany, day juice-jump from 100 to 250 watts; WSAY. Rochester, change hours of operation from daytime to unlimited, request mght time faciliti of WOCL, Jamestown; Paul Golhofer, Brooklyn, be operated on 1390 kc with 1 kw.

North Carolina: WSOC, Charlotte, install new transmitter, erect directional antenna for night use, change frequency from 1210 to 600 kc, increase power from 100 watts nights, 250 watts days, to 250 watts nights, and 1 kw days and move transmitter.

Ohio: Valley Broadcasting Co., Youngstown, new station to be operated on 1370 kc with 100 watts nights, 250 watts days.

SPONSORS-AGENCIES

Hicks Advertising Agency, 67 years old and one of the country's oldest, now controlled by Francis Marquis.

Consolidated Cigar, through Erwin-Wasey, still mulling an ether campaign composed of either spot announcements or newscasts. Nothing definite as yet, though one plan would be to use stations in upper New York state and on the Coast. Sheldon Millikan is handling for the agency.

WFBM, Indianapolis, grooming Len Riley, sports reporter, at 7,25-7,30 a. m., daily except Sunday, for a commercial.

Norris West, WCAU announcer, will handle Philadelphia Orchestra concerts over CBS network this fall.

Bowman Dairy, icago, has signatured for a 30-minute shot on Thursdays over WMAQ, red NBC outlet in Chicago. Set through J. Walter Thompson agency.

Borden-Wieland Co., Chicago dairy forcen-wichand Co., Chicago dairy frm, has renewed the Quin Ryan 'Marriage License Bureau' show on WGN, Chicago Tribune station, through the Hanff-Metzger agency, Chi.

W. Kastor & Sons agency has named Albert G. Degan account exec. Was formerly on the sales staff of True Story mag for seven

'Dr. Kate' new serial by Hal Burdick, was auditloned by NBC last Friday (16) for General Foods, a half-hour show being iped east from the San Francisco studios. Carefree Carnival, four-year-old network variety program, once sponsored by Crazy Water Crystals, will be auditioned for another eastern client this week client this week.

Dodge dealers of Minneapolis and St. Paul decided Minnesota's Golden Gophers, undefeated si 1932 and Gophers, undefeated si 1932 and twice awarded the national football

twice awarded the national football crown, would repeat for 1936. So they kicked into a kitty, approached the main office in Detroit to kick in with an equal amount. Home office ok.'d the matching of funds.

Opens the way for a 'champion-ip' line of copy. Schedule includes eight games, three out of town, five at home. With exception of the Oct. 3 open date, sked is continuous each Saturday through Nov. 21.

Mary Nolan (cosmetics) has named the Wortman, Barton agency New York, Will use radio.

California Canning Peach Industry Board starting a campaign through McCann-Epickson, San Francisco, with an appropriation said to '245,000. Media list so far contais cealer and trade help:

McKesson & Robbins has handed its entire account to the Gardner agency. Meantime, H. W. Stansbury has been named as McK. & R. adver-

Atlas rewing Co. i Henri, Hurst & McDonald as ag Robert M. McFarland is new ngr, for the suds com

naming the H. W. irfax agency, New York, J. rest is account

Fixt ingerbread part of Doughnut Corp. of America account is now controlled by the Jos. Katz agency, Baltimore.

Pontiac (through McManus, in & Adams) has added six stations to its 'News Through a Woman's Eyes series CBS, Sextet is Charlotte. Little Rock, Topeka, Tulsa, Birmingham and Great Falls (Mont.), Brings the list to 63.

and (Edgeworth tobacco, Domi ciggies) begins a test disc campaign over ine stations within the next two weeks. Is a half-hour show, entitled Moments You Never Forget, with John B. Kennedy as m.c. and guest performers first of whi is to be Capt. Bob Bartlett. Seri will run 13 times. Station list includes WOR, New York: KYW. Philadelphi; WGN, Cleveland; WBZ-A, Boston; WRVA, Cleveland; WBZ-A, Boston; WRVA, Cleveland; WBZ-A, Boston; WRVA, Bothomod Gowned by Larus); WJR, Detroit, and KOA, Denver. Marschalk & Pratt is agency.

Chilean itrate (fertilizer) through the

STOP ME IF YOU'VE HEARD THIS_

John Karol, CBS research director, had to do some fast ad libbing to get himself out of an embarrassing spot when he appeared for a second, stand within a few days of the other in Worcester, Mass. Tight fix derived from the fact that the second audience consisted largely of the persons who had listened to him at another luncheon and the talk that Karol had equipped himself with for both occasions was the same, 'Measuring Radio Circulation Results'. Karol had equipped himself with for both occasions was the same, 'Measuring Radio Circulation Results'. Karol had read his paper before a gathering of the Worcester Ad Club and returned a few days later for his Second date with the Worcester Lions Club and it wasn't long after he arrived at the luncheon spot that Karol noticed that .it was pretty much the same mob. All Karol had with him was that paper, but as he went along he drew on his memory for other factual odds and ends and anecodotal illustrations, ith the result that there were few walkouts.

Vets Protest Free Speech **Privilege to Communists**

Privilege to Communists

Detroit, Oct. 20.

Detroit war veteran organizati have filed a stiff protest with Federal Communications Commiss against its ruling that Communists have free speech rights along with everybody else and must be permitted the use of broadcasting stations. Among those protesting are the American Legion, Wayne County Council of Disabled American Veterans of the World Wayn Allied Veterans Council and Wayne County Council of Veterans of Foreign Wars.

No. Carolina U Bans Adv.

Spartanburg, S. C., Oct. 20.
Executive committee of University of North Carolina Board of Trustees today (Tuesday) banned all comof North Caronna bond all commercially sponsored broadcasts athletic events including complete scasonal football schedule. At the University ban also at N. C. State College.

Ban leaves Duke University only Carolina school open to broadcasts. WBT, Charlotte, has contract for mondrasts with Refini

O'Dea, Sheldon agency, New York, May be for Southern markets only, but nothing definite before 10 mor days. J. F. Quick is han

Concentrated Supe Concentrated Supe through through Benton Bowles, buying two announcements per day on Mondays, Trussday's Thursday Fridays, from Oct. 26 through Nov. 16. Campaign is really a switch in roduct on a Palmolive schedule.

Julep Clgarettes, through O'Dea, Sheldon, have bought 15 minutes of the 'Musical Clock' on WBZ, Boston. Testing.

Railway Express Agency, through the Caples Co. New York, mulling some soot work. Nothing definite to date. May be one-minute announcements r possibly local shows, but no decision on any score.

Roi-Tan cigar, reuce Gumbinner, has batch of 15 second chai one-minute discs to be Schedules run in neighbor times for each class of br



In the Advertising Test City Maximum Coverage of the Major Connecticut Markets

Basic CBS Station

Hartford, Conn.

National Representative Free, Johns & Field, Inc. New York—Chicago—Detroit San Francisco—Los Angeles

You May Reach The Big Michigan Market With a High Powered Station But You Definitely "PENETRATE" It With the Home Town Stations which Comprise The

MICHIGAN RADIO NETWORK

AUSE Each Member Station
Is Heard Loudest and Clearest—and Each

Member Station Caters to Local Preferences; Knows the Character of the Community It Serves; and In-

terprets Civic Pride and Sentiment
These are Advantages Exclusive to the Home Town Stations
and are Important Factors in Reaching Buyers. Write for Detailed Story

STATIONS

KING TRENDLE
BROADCASTING CORPORATION 300 MADISON THEATRE BLDG N B C BLUE NETWORK

Commercials in Awkward Sequence

Conflicting Products or Contradictory Advertising Follow Each Other

leago, Oct. 20.

radio time becomes more and more scarce the policy of many stations regarding the juxtaposition of programs plugging rival products tends to fade away. In a few cases the sponsors putting up a squawk are able to get the stations to do something about it; but in many other cases the squawks don't help, with the stations taking the attitude that nothing can be done about it. So that the only alternative the sponsorhas is to get off the transmitter entirely.

other clases and squawks out help, with the stations taking the attitude that nothing can be done about it. So that the only alternative the sponsorhas is to get off the transmitter entirely.

Such a jam-up now is wracking 'em over at'.NBC where on the red network Ralston hits the air with tis. Tom Mix' show plugging a hot cereal just ahead of the 'Jack Armstrong' show which raves over the General Mills had its time bought first and puf up a yowl when NBC General Mills had its time bought first and puf up a yowl when NBC sold the period ahead of it to Ralston. But despite the yelps the deal went through as is:

Over on WBBM, the Columbia station, as similar confliction of sponsors was remedied by separating the programs, following yelps. Procter & Gamble firm did the howling because its Truman Bradley commentator program following velps. Procter & Gamble firm did the howling because its Truman Bradley commentator program following velps. Proceaus its Truman Bradley commentator program for the Laundries of Cook County, advocating the 'send the wash your devocating the 'send the wash to the professional laundry' procedure. Following P. & G. squawk WBBM induced the laundries to move back 15 minutes to permit a quarter-hour interval between the programs.

Telegraphists Assn. Is Readying Drive in N.Y.C. To Organize Panelmen

Although officially unconfirmed by Local 802 of the American Federation of Musicians, it is stated by the American Radio Telegraphists' Association that its recently formed New York local is 'assured' of the musician union's support in its membership drive among broadcast engineers.

bership drive among broadcast engineers.
Co-operation between musicians local and ARTA brings question of International rotherhood of Electrical Workers, an American Federation of Labor affiliate. ARTA is not connected with the AFL, having had its application for membership rejected over a year ago. There is, however, a slight relation to the AFL through ARTA's ties with the West Coast Maritime Federation.
Any aid from Musicians' Local 802 given ARTA would be opposition to API and the Mest Coast Maritime active in the field of organizing broadcast technicians. ARTA reapplied last month for admission to AFL ranks but thus far has had no 'reply.

Iraci in Philadelphia

Washington, Oct. 20.
With deal for sale of his New York transmitter currently hanging fire John Iraci, owner of WOV, last week asked Federal Communications

John Iraci, owner of WOV, tast, week asked Federal Communications Commission for permit to acquire WPEN and WRAX, both in Philadelphi, and merge into a single new station operating without time strictions on 920 kc.

Asking consent for transfer of 60 shares of stock in WRAX Broadcasting Co. and 450 shares of Wm. Penn Broadcasting Stock, Iraci filed application for modification of WPEN, license to permit unlimited operation. In accordance with Commish gag policies, neither contract was made public.

Commish—has ordered a hearing next, month on Iraci's plan to sell WOV for \$300,000 to Arde Bulova, owner of WNEW, which involves an option for Iraci on controlling interest in WNEW parent corporation as protection against deletion of WOV.

KWSC New Tower Build By State College Studes

By State College Studes

Pullman, Wash., Oc

Washington State College station
KWSC goes from 2,000 watts to 5,000
in daytime next week when the new
224-foot single tower is inaugurated.
Tower, constructed by college
gineering students directed by Dean
H. V. Carpenter, is a shunt excited
vertical radiator, one few in the
United States. Several miles of
copper wire buried underground
and extending radially from the
tower compose the ground system.
Range of the station will be tripled.

BASEBALL ON PRICE RISE **FOR '37**

Present indications are that spon-sored baseball next season will be accompanied by a battle of cereals. Three of the roughage outfits al-ready are making inquiries about 1937. Thio is comprised of General Mills (Wheaties), which bankrolled a vast set-up of b.b. this year, plus General Foods (Huskies)

a vast set-up of b.b. this year, plus General Foods (Huskies) Kellogg.

Benton & owles, agency for Huskies, has already contacted stations twice, asking for next year's info. General Mills meantime is wil ing up contest designed to show the baseball moguls that play-by-play broadcasts boost the gate and are thus advisable for contition.

Presently info from stations is meager because broadcasters don't know what the leagues' attitude will be next year, and also because they want to see how many bidders there are before they quote prices. Feeling in some cricles is that before all's said and done the oil companies will also be in the running, which means that there are chances of price boosts in sight. Majority of stations want to be sure of how big the auction attendance is going to be before dabbling with figures.

Another outcome of the early bb interest may that some stations will set up year-around sports schedule for package peddling. Football was a big number this fall, and with the early ouerles about baseful, it's felt by, these stations that a nice wad of coin is in, sight with a 12 months' continual sport set-up.

TRENTON TIMES ASKS **3 BOOSTER STATIONS**

Washington, Oct. 20.
Application of the Trenton Times for three booster station be located near Trenton, Burlington and Princeton, N. J., respectively, was re-ferred to Federal Communications

ferred to Federal Communications Commission exami week. Trio, described as synchrionized special broadcast stations, will oper-ate on 1570 kilocycles with 250 watts unlimited, if the rag is successful in getti permission from the Com-mish.

mish. Main transmitter would situ-ated at Trenton. Exact site for all three stations will be determined later, subject to Commish approval:

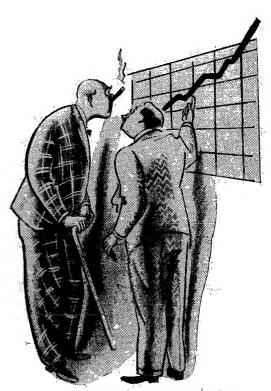
Santa Claus' Early Start

Commish-has ordered a hearing next, month on Iraci's plan to sell two V for \$300,000 to Arde Bulova, owner of WNEW, which involves an option for Iraci's controlling interest in WNEW parent corporation as protection against deletion of WoV.

Crawford's Queen Liz

Hollywood,
Joan Crawford and Franchot Tone, will do a sequence from 'lizabeth the Queen' on Camel Caravan Oct. 27.

Ruth Chatterton signed for guest spot on Irvin Cobb's Oldsmobile show next Saturday (24).



"we hoped to get 1000 replies but that WOR show goes and pulls 100,000"

In 1921 there wasn't any WOR, In 1935 listeners reversed the pattern, expressing their likes and dislikes to the tune of 971,405 letters. And now, for the first nine months of 1936 WOR has pulled 1,491,533 letters—with the greatest mail cycle still to come. While the following comparison sort of sends us reeling around, alight with the flush of a new and record-breaking response.

	1936	1935
January	353,543	97,700
February	334,268	61,742
March	185,536	83,831
April	182,881	95,822
May	132,408	102,698
June	99,711	39,157
July	70,132	22,086
August	54,275	28,740
September	78,779	34,414
TOTAL MAIL	1,491,533	566,190
TOTUL MAIL	وورد، لايدر-	500,1



Baltimore Shut-Eye Habits Too Strong

Midnight Commercial Tried Valiantly and Flopped Completely

And His Orchestra CHEZ PAREE

CHICAGO INDEFINITELY...

MAR-O-OIL

3-3:30 P.M. EST Management: M.C.A

MUSICAL DIRECTOR ROXY THEATRE, N.

RAY

PERKINS

Paris-Oct. 18-25

New York-Nov.

DICK

AND HIS ORCHESTRA
Hotel Lincoln, New York City
CBS COAST TO COAST NETWORK

.: M C A . Mgt., HERMAN BERNIE 1619 B'way, N. . C.

OFFICES facing-Radio-City Rockbottom Rentals 48 WEST 48th ST.

LISTEN

Baltimore, Oct.

That Balto definitely stamped as an early-to-bed burg in books and charts kept by radio time-buyers seems rather clear now. First program ever regularly skedded to run past the midnight deadline on any of the four local broadcasters has been removed because advertisers heen removed because advertisers between the four local broadcasters has been removed because advertisers and the spieling. Rates for spot plugs on these night owl' affairs were slung considerably lower than for any other periods, day or night, on "WFBR's rate card. Nevertheless prospective advertisers pool of the provided that the in evening considerably lower than for any other periods, day or night, on "WFBR's figuring that auditence that late in evening considerably lower than for any other periods, day or night, on "WFBR's figuring that auditence that late in evening considerably was deemed the curriew.

And His Orchestra

Frantically, Herson began literally begging for persons to phone in re-quests during the 'owl' watch. Re-sponse was growing increasingly weaker, until through last fortnight weaker, until through last fortnight periods were aired, announcer was devoting nearly a quarter of his spieling time to repeating station's phone number. And with advertisers stoutly refusing to tumble to station's sales talks, WFBR has finally yanked programs to save expense. But not many Baltimoreans seem aware programs have ceased; they still switch off their sets at stroke of the witching hour.

SPONSORS EYE ELECTION NEWS

Mutual web has a 'Ballot Box' stanza the fire to it the ether between 10:15 and 11 p. m. on election ni with comment and early returns as compiled by affiliated stations. Program will be carried by WGN, WCR, WLW, WFIL, WAAB, CKLW, and possibly KWK accordi to current plans. Commentators are Quin Ryan. Arthur Sears Henning, Linus Travers, Steve Douglass, Joe Gentile, Dave Driscoll and Jerry Danzig.
Possibility that Mutual may also dispose of further returns from 11 to 2 a. m. Now dickering for sale to some commercial sponsor. If the sale pans out, WHN, New York, will be substituted for WOR whose election news is already sold to Chevrolet.

tion news is already sold to Chevrolet.

Democratic National Committee will have the last word over Mutual election eve. (Nov. 2). It has bought the 11 to midnight stretch on WOR, Newark; WGN, Chiclago; CKLW, Detroit, and WLW, Cincinnati.

WOR, has sold 10 five-minute periods of the election returns to Chevrolet, starting 7 p.m. and ending 11 p.m. Similar plug arrangement has been disposed of to Modern Industrial Savings Bank between the hours of 11 and 2 a.m. It's a package idea. Station will it the statistical matter and comment from the offices of the Transradio Press Service, with Jerry Danzig and G. W. (Johnny Johnson) of WOR's staff helping edit the returns and Gabriel Heater and Raymond Gram Swing doing the comment.

WNBR's 1st Remote Pigskinner
Memphis, Oct. 20.
WNBR, Memphis, will do its first out-of-town football broadcasting of the season when it broadcasts the Ole Miss-Catholic University game from the fiel at Oxford, Miss. Small and Large Units
Albert M. Greenfield & Co., Inc.
221 Fifth Are. "Murray Hill 2-9999" |
Agent on Frantise, Bignar 3-5239

Agent on Frantise, Bignar 3-5239

THE O'NEILLS" By JANE WEST NOW RADIO'S MOST POPULAR FAMILY BRINGS YOU MORE WONTER TEARS AND HEART-THRONG Presented by Ivory Soap - 99 "Time", pure

IN . Every Mon., Tues., Wed., Thurs., Fri.

3:45-4:00 P.M., EST - WEAF

NBC NETWORK - COAST TO COAST

Mrs. Simpson Again

Philadelphia, Oct. 20.
Mention, even indirectly, of Mrs Simpson, is taboo at WCAU on or-ders from Doc Levy, prez. Public discussion of such topics, says Doc is not good taste.

Particularly to large local listen of public of English sympathizers

14 FOOTBALL **SHOWS ON ONE STATION**

Some broadcasts devoted to football are heard each week over WCCO, in the heaviest sked of grid programs the station's history.

WCCO, in, the heaviest sked of grid programs the station's history. Five sponsors support the programs. Bernie Bierman, Minnesota Gopher coach, is heard each Sunday night at 935 for General Mills when he at 935 for General Mills when he his choice of the 'outstanding play of the week. Dramatization of this chosen bit of pigskin strategy is heard with Babe LeVoir, 1935 All-American halfback, as narrator. A University of Minnesota choral group hands out musical interludes. Gluek Brewing Co. sponsors sivening programs and two daytime shows. Rollie Johnson, sports commentator, on all of them. For Huskies; General Foods presents Score Time at 6 p.m. Saturdays with Byrum Saam, WCCO sports anduncer, officiating, Royal Ziemer, The Crystal Gazer, is heard over WCCO each Fri night at 10.35 on a sponsored spot for Nor' Way Anti-Freeze, iemer predicts exact scores.

scores.

Finally, Northwest Zone Chevrolet dealers present a preview and review before and after broadcasts of the Minnesota football game over WCCO.

Detroit Oct 20

Detroit, Oct. 20.

Addition of pro champion Detroit
Lions grid games, both home and
abroad, gives WJBK five football
programs this fall. Lions' contests
are backed by Standard Oil of Indiana, with Al Nagler and Hary
Wismer, of WJR, handling.
Other football airings are University of Detroit home and away
games, sponsored by Good Housekeeping Shop, preceded by a fiveminute sports resume by Nagler
under sponsorship of Wheati ; a 15minute program prior to all Lion
games, bought by Annis Furs, and
Today's Winners, 15-minute review
of sports, backed by Franklin
Clothes Co.

Wrigley Pick Stirs Chi

Chicago, Oct. 20.

Proposed Wrigley show, which will start on Nov. 4 (the day after the election so as to insure complete freedom from possible conflictions with political campaign speeches), remains the chief source of excitement over at the Columbia-WBBM studios and offices.

No selection yet been made for the show with the field still open is to agencies and program idea. Latest entry is a WBBM setup of Announcer Franklin-MacCormack-reading poetry to the accompaniment of Billy Mills orchestra.

However, despite these added starters, it looks like a neck-and-neck finish between two scripts. Peggy and Joe' and 'Scattergood Bains,' for the willing money. Chicago, Oct. 20.

Seeks WATR's Vacancy

Waterbury, Conn., Oct. 20;
Application for a 250-watf station to he located in Bridgeport has been filed with the F.C.C. by Charles Greenblatt, local chain store exec. Station would be on 1190-kilocycle channel, now occupied by WATR. Waterbury.
Latter broadcaster has been granted full-time by the commission and will change frequency, but new operation plan is not yet in effect,

Glass Transmitter House

WHDL is building the only all-glass transmitter house in the world in connection with a power boost from 100 to 250 watts, and a change in kilocycles from 1420 to 1400. Tests on the new setup are skedded for Nov. 1.

NBC Makes Frisco and L. A. Free **Origin Points; CBS Expected to Ditto**

By absorbing line charge of commercial programs originating was in some measure influenced by from Rollywood NBC has put Columbia in the position where it has no alternative but to do the same thing. NBC move became effective Monday (19) and the problem of Columbia passing up the charge in Gollowing suit is now in the hands of Collowing suit is now in the hands of William S. Paley. Elimination of the charge of advertisers will mean around \$300,000 in the case of NBC, while for CBS it will figure about two-thirds that amount.

NBC has been considering the proposition of making Los Angeles and San Francisco a free originating

English Film Co. After French **Radio Station**

London, Oct. 20.

Understood the Ostrers of Gaumont-British are negotiating for
control of Radio-Lyons to establish
commercial broadcasting there.

G-B lost control of it for the
British territory when selling out in
Luxembourg some time ago.

SPONSOR MAKES TEST **INCOG BUT PAYS**

Buffalo, Oct. 20.

Unique in Buffalo radio history is the case of a sponsor buying time, three nights week for the past two weeks over WBEN, and remaing anonymous.

Phoenix Brewery decito in an object of the control of the control

TOLEDO BISCUIT FIRM **BUYS 3 VOX POPS**

Detroit, Oct. 20.

Ty Tyson, vet sportcaster at WWJ, goes out into the street starting Nov. 2 for a daily 15-minute Tyson Interviews program, sponsored for 22 weeks by the Lakeside Biscuit Co. of Toledo.

weeks by the Lakeside Biscuit Co. of Toledo.

Toledo.

Interviews, similar to the 'Vox Pops', will originate from in front of the big fox theatre Woodward Avenue. During inclement weather, will come from lobby of theatre. Will run from 1:15 to 1:30 p.m. daily, during usual rush for admish to theatre prior to price change. When Tyson is out of town or on other assignments, C. C. Bradner, station's newscaster, will handle. Setup here is one of several to be backed by Lakeside, others heing i Chicago with Bob Elson handling, and in Milwaukee. Those inferviewed will be given order on grocer for box of biscuits. Deal set through Neiser, Meyerhoff for Chicago.

Exclusive Spielers Scarce?

Atlantic Refining auditioned announcers for a football broadcast. Roger Baker of WGR won—then was disqualified because he does a nightly sports comment broadcast for Kendall.

So Atlantic decided to take the second choice, Lowell MacMillan of WHAM, Rochester, only to discover that he also does nightly sports stint for Kendall.

Changes in Waterbury
Waterbury, Conn., Oct. 20.
Several studio changes made at
WATR following resignation of
George Duffy, program manager.
Jimmy Parker is Jemporarily serving
in Duffy's post. in Duffy's post.

Gilbert Bayek new staff addition

as announcer: Two more announcers to be added: Russell Brooks, staffer, has left to become studio manager at WNLC, New London.

FEEN-A-MINT

MUTUAL BROADCASTING

baker

AMERICAN E D I T O R GULF REFINING COMPANY





OPENING IN OCTOBER xel. Mgt. HERMAN BERNIE, 1619 Broadway, New York

SAM HEA

MAXWELL HOUSE SHOW BOAT

AF, , 9-10 P.M. ES

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REALLOCATION CROSSTALK

Oratorical ambitions of various witnesses last week made permanent adjournment of the reallocation hearings impossible of achievement by Friday (16). Prospect is that presentation of evidence should end by Tuesday night (20) and final arguments—with each group entitled to 30 minutes—should wind up Wednesday (21).

Sutton Denounces Sutton?

In his capacity as spokesman for group of local and low-power regional transmitters, George O. Sutton, Washington attorney, was placed in spot of denouncing some of his own handwork. Voicing complaints about existing distribution of facilities, Sutton had to condemn many features of the 1928 reallocation plan which he, as a member of the Federal Radio Commission engineering staff, had a hand in drafting.

ranscriptions Spin for F.

Hearings went in even more strongly for scienti gadgets this week when clear-channel group used transcriptions to back up rebuttal testimony. First to use projector for purpose of presenting complicated may and graphs, clear-channelites trotted out several recordings of actual program reception to bulwark its claim that higher power is a major need of the industry.

From an estimated 300 the initial day, attendance at the sessions dwindled away steadily until the opening of the third week found only 50 persons present. Most of them were local attorneys, with only an occasional out-of-towner still on hand.

Unexpected Reticence

Commish had to adjourn early Monday (19) when dearth witnesses thwarted efforts to hurry the sessions to a speedy finish. Four groups had been granted postponements until Tuesday (20) on theory there would be others to take their places. But Judge Sykes found in the after-lunch stanza there was, for once, nobody who wanted to talk.

Slap at Laxity of Regionals.

Slowness of regional and local transmitters to comply with commish antenna specifications may militate against this class of broadcasters in their fight for higher power. Lethargic attitude of the low-power operators was stressed Monday (19) by Commish Engineer Craven who pointed out that only 41% of the locals and 32% of the regionals have complied with F. C. C. antenna efficiency regulations. Craven inferentially took the view that these broadcasters should try to get the most out of their plants before yammering about more wattage.

Pays Dues to Both Sides

Conflicting interests of Powel Crosley were noted last week, when regional broadcasters, registering die-hard opposition to super-power, made their arguments. Commish was reminded that WSAI, sister of WLW, Crosley's 500 kew transmitter, is member of National Association of Regional Broadcasters and has helped pay the bill for engineering research to bulwark protests against wattage jumps for cleared-channel transmitters. At the same time, WLW was one of the cleared-channel stations contributing to an estimated \$50,000 fund to finance presentation of case in favor of juice jobt.

Spearman-Craven Joshing Tite

Solemn tone of sessions was relieved momentarily during cross-examination of Paul Spearman, regional's attorney, by Comdr. T. A. M. Craven, Commish engineering chief. Laughs caine when Craven asked Spearman in the believed engineers were 'the tail that wags the dog.'

'When anybody's driving something, he's usually at the end, and the engineers certainly have been driving broadcasting,' Spearman retorted. 'You think the economists and lawyers would change places with us?' inquired Commish technician.

'I think you folks who have been at the rear end should give us a crack at it once,' said Spearman.

Lenox Lehr Unperturbed

Unembarrassed about questions concerning his previous business experience and limited acquaintance with broadcasting, Lenox Lohr, N.B.C. prezlast week frequently admitted he was not qualified to render opinions about numerous technical and policy matters. Contended, however, he had been with the web long enough to get a good general understanding and said he hoped he brought a fresh point of view to industry ranks.

The Secret Is Out

NBC's interest in the welfare of dial-twisters is not pure altruism, Lohr told the Commish. Like Crosley, but unlike most of the other speakers, he conceded the web is in business to make money, not for fun.

Nelse Level Goes Up
Growing popularity of midget receivers was offered as excuse for power increases by regional transmitters. Pointing out that noise levels in urban areas require either more selective sets or stronger signals, Raymond M. Wilmottee, British technical expert and engineer for 940 ke stations, said that because of trend toward cheap, small sets, power increase will be inevitable.

Limited Hours

(Continued from page 38)

investment, offset depreciation, and make a profit, he said.

As specific examples of di iculty. Way told the Commish that stations which are forced to verase operation at arbitrarily-fixed howfs encounter difficulty in holding audiences. There is a natural resemblement when a program is interrupted because of darkness, he pointed out and as a result advertisers are not enthusiastic about using such out-lets.

lets. The same point of view was taken by D. A. Read, representative of WTIC, who also voiced views of KRLD. He indorsed the idea of simultaneous operation by widely-separated stations and hinted the Commish should rearrange all time-sharing transmitters to increase operating time of as many as possible.

WTIC Lest \$1,509,191

Relating unsuccessful attempts at synchronization with WEAF, Read said the insurance company transmitter was under an economic handicap until it worked out fre-thandicap until

quency-swap with KTHS and began operating simultaneously with KRILD. Through years 1930 to 1934-while operating on a limited-time and synchronous basis, WTHC dropped \$1,509,191, Read testified, but since shifting to 1040 ke losses have declined and 1938 up to Oct. 1 shows a profit of \$14,577, first in 12-year history.

Simultaneous operation of adequately-separated transmitters will benefit both the public and the advertiser, as well as the station, WTIC rep said. Reception has been improved, audience has been expanded, and appeal of station has grown, he remarked. Joint operation with KRLD has permitted a well-rounded uninterrupted service to a large and thickly-settled area and has wiped out losses for the first time since the plant went on the air in 1924.

Agreement was registered by KRLD, which said simultaneous operation with WTIC has been most statisfactory. Since it began full-time service, the Dallas transmitter has enjoyed an increase in fudience and growth in revenues, Commish was told.



Chevrolet presents

RIBI

HIS VIOLIN UIRGINIA REA JAN PEERCE

EVERY SUNDAY

Columbia Network Coast-to-Coast

6:30 P. M.

EASTERN STANDARD

. SHOWMANSHIP CHART

NOVEMBER, 1936

(Showmanship being largely, dependent on stunts, tie-up, etc., in connection with established holidays and events. Vantery herewith presents a calendar for the month of November. This allendar is published monthly from material copyrighted by the National Retail Dry Goods-Assn.)

WEEKS DURING NOVEMBER

National Art Week, Nov. 2 to 11; sponsored by the American Artists Professional League, W. 57th St., New York City.

National Horse Show, Nov. 4 to 10 (i New York City); sponsored by the Horse Show Assn., 90 Broad St., New York City.

icial Speech Week, Nov. 10; sponsored the National Assn. for American Speech, 174 W. 78th New York City.

National Fur Week, Nov. 9 to 14; spon Advertising Agency, 128 W. 31st St., New York

Week. Nov. 9 to 14: sponsored by Father the National Council of YMCA, 347 Madison Ave., New York City.

American Education Week, Nov. 15; sponsored by the National Education Assn. of the U. S., the U. Office of Education, and the American Legion. Under direct supervision of the National Education Assn. , 1201-16th St., N.W., Washington, D. C.

National Red Cross Week, Nov. 11 to 26; sponsored by the American Red Cross, Vashington, D. C.

Auto Show, Nov. 11 to 18 (in New York City); sponsored by the Automobile Manufacturers Assn., 366 Madison Ave., New York City.

Open School Week, Nov.

(in New York

AGAIN!

City); sponsored by the Board of Education of New York City, 500 Park Ave., New York City. Children's Book Week, Nov. 15 to 21; sponsored by the National Assn. of Book Publishers, 347 Fifth Ave., New York City.

Christmas Seal Campaign, begins Nov. 26; sponsored by the New York Tuberculosis and Health Assn., 386 Fourth Ave., New York City.

National Prosperity Week, Nov. 30 to Dec. 7; sponsored by Christmas Clubs, 341 Madison Ave., New York City.

SPECIAL DAYS DUBING NOVEMBER

- (1) National Author's Day, sponsored by the Gen-al Federation of Women's Clubs; All Saints' Day, (2) North and South Dakota joined the Union, 1889
- (3) Election day.
- Montana admitted to the (8) Red Cross
- (10) Martin Luther born, 1483.
- (11) Armistice day; Washington
- (13) Robert Louis Stevenson born,
- (13) Robert Louis Stevenson born,
 (15) NBCS: 107H BIRTHDAY,
 (16) Oklahoma admitted to the Union, 1907.
 (18) Congress adopted Standard Time, 1888,
 (19) Lincoln's Gettysburg Address, 1863,
 (21) North Carolina admitted to the Union, 1789.
 (26) THANKSCIVING DAY,
 (27) School holiday.
 (29) First Sunday in Advent.

Sales promotion note: by volume November accounts for 8.3% of the year's total in department stores; best sellers being women's coats and suits, men's clothing, draperies, woolens, blankets, art needlework, furagioves, lamps, gift shops, and pictures. November is a month of special retail activity because of the football season, beginning of winter-sports, beginning of the opera-concert-formal season, opening of toyland, and beginning of the winter cruise season.

Pacific Coast Radio Notes

Irene Rich turned down several are aired Mondays to Fridays by film offers because her contract with KPO, San Francisco; KOMO, Seattle; Welch's grapejuice won't let her play KFI, Los Angeles, mother roles.

Harrison Holliway, KFI-KECA (Los Angeles), tops back from Wash-ington hearing abuzz with technical data which had the press gang

Fred Graham barking at KHJ (Los Angeles) after changing his residence from Denver.

Thomas Lee, head of Don Lee chain, heading east to hobnob with Mutual gang.

Owens Dresden, KHJ (Los Angeles) manager, threw the lines open to indies who wanted to carry the President's speech from Chicago.

Jimmy Fritz has taken his film gab period off KEHE (Los Angeles).

Mike Fitzmaurice got the radio announcer part in Universal's Top of the Town.'

Elza Schallert going it alone over NBC until after election. Guest star biz too with politicos horning in on 30 mi 'notice. in on 30 mi

Danny Danker, chief talent buyer for . Walter Thompson in Holly-wood, attended Coast meet of agency toppers in Frisco.

Rush Hughes hops back to San Francisco from Hollywood for two Langendorf Pictorial broadcasts Oct, 26 and 27. His quarter-hour stanzas

Staff party by KOL, Seattle, at Mercer Island and on boat, to and fro, in honor of Kathleen Jones, who marries early in November.

KFPY, launching Spokane Sings, every Saturday from 8 to 8:30 p.m. Service organizations are invited to sponsor each broadcast. Ki is Jimmi Clark, musical director, leads the sing, Music is turnished by Carol Babcock, studio organist. KHQ, Spokane, will have community sing with Evergreen theatre but waits a sponsor.

Ken Carpenter and Clinton Twiss hobnobbing with the admirals at Wilmington, Cal., during Navy Day

George NBC tenor. San Francisco, sings Rhadames in the Chamber Opera Company's pro-duction 'Aida' at the Oakland Auditorium theatre Saturday (24).



S. K. KUSHNER Presents

IPPODROME, JAL



BASIL FOMEEN

KNOX! KNOX!

DICK BALLOU

And His Orchestra

Knox Gelatine 11:15-11:30 A.M.—EST Mgt.: Paul C. Wimbish 1619 Broadway, New York

Charley Boulanger:

And Hi

- New York

CBS

RADIO SHOWMANSHIP

Stunts, Novelties, Tie-Ups

Outstanding Stunts:

THEATRE COOKERY WHN, NEW YORK

WHN's Show is Twist

New York City.
Closest fusion to date of radio and theatre methods in the staging of commercial broadcast is being attempted by WHN, New York, with the Ida Bailey Allen morning show on the stage of the Ziegfeld, Loew's straight picture house at Seth street is being handled personally by Louis K. Sydney, WHN general manager and production executive for all stage shows in the Loew theatres.
Show is a one-hour affair of cooking school classification and goes over WHN from the Ziegfeld on Wednesday mornings at 10 to 11. Theatre opens two hours a lot of 11. Theatre opens two hours earlier than usual that day to provide for the classification of the control of the control

Premac, where the culinary routines, doubles to cally. There are no encores or extra bows, as in regular theatre presentations, and no after-the-broadcast imprombut stuff, as at regular auditions of the construction of the construction was recoursed at the Ziegteld in order to fly the picture sound horns for the broadcasts. In straight, film theatres, the sound horns are stationary.

WOR's Navy Day Stunts
New York City.
WOR-Mutual tying up with the
government for a couple of Navy
Day broadcasts, first of which involves a sham battle between a suband the cruiser Indianapolis. Subis to be specially sent from New
Is to be specially sent fro

from Hampton Roads. Va., with Dave Driscoll on hand. Two will meet off Sandy Hook on Friday (23) and stage a battle especially for radio. Mutual to broadcast it from 3:30 to

4 p.m. On Navy Day itself (27) a second broadcast will be sent from the In-dianapolis, this one to depict the Navy at peace.

Split Broadcast Mystery
Kansas City.
W9XBY has a new series of mystery dramas sponsored by the Fontienell Brewing Co. in which they let the audience stew for three hours before coming on with the pay-off.
Frogram hits the air at 1:30 with the word of the common hits the air at 1:30 with the common series of the common hits the air at 1:30 with the put the finger on the culprit. First person wiring correct solution gets \$50 toter prizes are cases of brew. Station then comes back at 10:30 with a quarter hour dramatizing the solution.

10:30 with a quarter hour dramatizing the solution.

Celebrating 156 Years
Lynchburg, Va.
This town is emerging from a one-week Sesqui-Centennial celebration, filled with Quaker weddings (it's a Quaker city), costume balls, marker dedications, parades and pageants.
CBS honored the show by putting part of the Virginia Day program on a national web through non-mercing was not two performances, the colonial ball and the semi-formal dance. Mobattended the latter.
Pageant. 'Lynchburg — City of Seven Hills,' was the biggest, piece of dramatics the town ever witnessed. It had a cast of 1,029, and was produced on a 200-foot stage. End of the celebration found 50,000 citizens glad it only comes once in 150 years.
Pienty of compliments to WLVA on the way it handled the Sesqui. Such of the celebration found 50,000 citizens glad it only comes once in 150 years.
Pienty of compliments to WLVA on the way it handled the Sesqui. Such of the services of the celebration sentist to the product of the celebration found 50,000 citizens glad it only comes once in 150 years.
Pienty of compliments to WLVA on the way it handled the Sesqui. Such of the services of the celebration found 50,000 citizens glad it only comes once in 150 years.
Pienty of compliments to WLVA on the way it handled the Sesqui. Such of the way it handled the Sesqui. Such of the services of the way it handled the Sesqui with the services at the town of the way it handled the Sesqui with the Sesqui half-dollar bearing his profile. He is the only living citizen ever to be so honored by the foverment. Halves are selling currently to collectors at five bucks each.

Time Every 30 Seconds

Correct time announcements over WJBK daily from 6 to 7:30 am, have been increased from every minute to every 30 seconds. No music or other form of entertainment is in-cluded. Sponsored by Regal Fi Corp.

NOTICE

EVERY WEDNESDAY

10-11 P. . E.S.T. WEAF COAST-TO-COAST

WILLIAM MORRIS AGENCY IS MY EXCLUSIVE REP-RESENTATIVE FOR RADIO

GEORGE JESSEL

Inside Stuff—Radio

Renewal of race for broadcast facilities in upper York statesame competish which led to a Justice Department investigation of the Federal Communications Commission following bribery charges last year—is in the offing.

Hoping for better breaks after the election, Democratic group which formed the Knox. Broadcasting Co. of Schenectady, has put out feelers to decide what future prospects may be for getting permit to erect a new station using 1240 kc. If signs are favorable, Knox group will petition for reconsideration of decision last spring which resulted in squelching subtitions.

reconsideration of decision last spring which resulted in squelching ambitions. Whether whole controversy will be reopened has not been indicated. No visible moves being made yet by WNBF, Binghamton station which sought the same assignment and which was jixed at the same time the Knox plan was given the frost.

For the first time since the existence of the survey Columbia splits the first 10 ratings with NBC in the Crossley Reports. indings for the week ending Oct. 15 ives CBS the first, third, fourth, ighth and ninth spots, Standing of the programs for that week were, in numerical order, Major Bowes, Goodwill Court, Eddie Cantor, Lux Theatre, Vallee-Pleischmann, Kraft Music Hall, Jack Benny, Burns and Allen, Hollywood Hotel and

Fred Allen.

Runner-up 10 were Fred Astaire, Phil Baker, Maxwell House Showboat,
First Nighter, One Man's Family, Ben Bernie, Hit Parade (NBC), Hit
Parade (CBS), Kate Smith (A&P), and Ford Sunday Night Concert.

With the accounts that it recently signatured included, WMCA, New York, estimates that its billings for 1936 will go over the \$1,000,000 mark. Station has not come near that figure in any one year of its existence. Among the accounts that have recently joined the WMCA schedule are General Mills, Hoffman Beverage, Conti Products, C. G. Mueller, Colgate-Palmolive-Peet, Procter & Gamble (rene Shampoo, Crisco), Armin Varady, Inc., Webster-Eisenlohr, Gude's Pepto-Mangan, Dryden & Palmer (Gravy Master), Chase & Sanborn and Father John's Medicines.

Boake Carter is still ducking the state of New Gov. Hoffman still offering bounty for his scalp. a warrant for Carter's

Radio commentator came to New York from iladelphia last week to transact biz. Had to take an aeroplane, as the trains are being watched

Name of Robert Berger is increasingly mentioned for the secretaryship of the Federal Communications. Appointment is reported as deemed the prize for the job Berger has been doing as radio director of the Democratic National Committee. If in the case is, of course, Roosevelt reelecti

That elderly gentlemen who has made so much money in radio during the last year chides his employes, when they are not up to shuff, by threat-ening not to remember them in his will. His staff, however, doesn't take the will very seriously.

More than 520,000 people will go through NBC's New York studies in Radio City during 1936 by present calculation. Up to now approximately 55,000 more people have made the studie tour than in 1935. Admission is 40c.

While in New York recently on business, Seymour Turner, vice president in charge of sales-for Farnsworth Television Corp, of Philadelphia, made the statement that as far his firm is concerned television is ready for marketing to the public.

BREAK GROUND FOR CBS COAST PLANT

Hollywood, Oct. 20. Hollywood, Oct. 20.
irst spadeful of soil for Columbia's new studio here will be turned first of next month; when all tenaits on the site will have vacated the premises. Actual construction will not start until first of the year, it was said by Donald W. Thopriburgh, CBS vice-prez in charge of Coast operations.

cBS vice-prez in enarge of Coasi perations.

Plant will be designed along mod-ern American lines from plans drawn William Lescaze, Swiss architect. Move-over from KNX tentatively set for next fall.

SPONSOR KIDS ITS OWN SHOW

Louisville, Oct. 20.
Oertel's Brewery management, sponsors of the only see-hear broad-dast locally (from the 2,400-seat National) has a sense of humor. Local attention perked up considerably when the following advertisement appeared Wednesday (14) in the local dailies.
Warning! Here's to you! Tonight, 10 to 10:30. WHAS. Everybody's talking about it. (We don't blame them. We think it's pretty terrible, our selves.) The music may not be so good, but it's loud. And the cast is bright and cheerful. Well, anywe, cheerful. Be present in person at the new Oertel Radio theatre. It's even worse when you see it!

WAYX Staff Set

Waycross, ., Oct. tation WAYX is on the air with daily Schedule of 12 hours of broadivided from 7 a.m. to 2 p.m., then 4 p.m. until 9 p.m.

F. Sapp is manager; Jack Murray, commercial manager; John Tobola, Chief engineer; F. M. Fortier, chief announcer; and L. B. Poole Jr., and Sam Meeks,

Ask Spot Blurb Following Sustainer as **Attention Caller for Lombardo Show**

Levy's Shortwaver Again

months'

W3XAU, only local short waver, has resumed ethering from new 10,000-

resumed ethering from new 10,000-watt transmitter at Newtown Square, some 20 miles from here. Station, which is owned and operated by Doc and Ike Levy's WCAU, will air programs from those studios and from CBS. Will broadcast ily 9590 kc. from noon to 8 p.m. and 6060 kc. from 8 o'clock until 11 p.m. New station was designed and constructed under direction of John C. Leitch, WCAU technical supervisor, and built by WCAU's engineering department, under Charles Miller, chief engineer. Equipment is capable of transmitting frequencies from 30 to 8000 cycles. Has two anienna for double frequency etheri

BUYS WGY TIME TO RAP GEN'L ELECTRIC

Schenectady, Oct. 20.
United Electrical and Radio Workers Union states it will purchase time on Station WGY, owned by General Electric, in order attack G. E.'s labor policies.
Union is calling a. G. E. Workers Council a company union and is campaigning to have a secret ballot worker preference conducted by the Federal Labor Relations Board.

of worker preference conducted by the Federal Labor Relations Board.

Ingrim Tops KFRC Sales
San Francisco, Oct. 26.
Ward Ingrim succeeds Henry M
Jackson as sales manager of KFRC
after more than a year on the Don
Lee station's sales force. Ingrim
previously was with KJBS as continuity writer, salesman and announcer.

Jackson resigned to head the newly 'organized CBS sales organization here.

WJAY Moves Transmitter
Cleveland. WJAY's application to move its transmitter from downlown site to current site of WHK'S transmitter, in Seven Hills, nine and one-half miles south of Cleveland. Move is expected to be made within two weeks.

A new 300-foot tower and special-yconstructed 'wagon wheel' antenna will serve 'WJAY dialers. Some 20 acres of additional land have been purchased to accommodate the towers of both WHK
WJAY.

is contacting the stations which carry the Guy Lombardo sustaining programs over CBS with a novel spot amouncement idea. Agency would like to use the station break which follows the band's broadcast Friday midnight to call attention to the same unit's commercial show for Bond Bread Sunday afternoons. The stunt as framed by B. B. D. & O. would be without precedent network commercial broadcasting.

Lombardo's sustaining event starts at midnight and ishes at 12:30 am. It is B. B. D. & thought to have the CBS stations which release both programs come immediately after the close of the sustaining stanza with cordially phrased statement, something to the effect that it hoped that the listeners had enjoyed the preceding half hour and that they would again listen in Sunday at such-and-such time when the Lombardo band would broadcast for Bond bread. Before making the approach to the stations involved; B. B. D. & O. discussed the matter with Columbiand found that the network had objection. The individual stations the agency was told, would have use their own discretion. CBS set a precedent on the station break thing at the time of the recent World Series when J. Walter Thompson obtained the network's approval for a between programs plug for Lux's version of Elmer the Great.

a between programs plug for Lux's version of 'Elmer the Great.'

WJAY Moves Transmitter

IN THE MIDST of broadcasting's biggest Fall, WLW again has its full share of new and renewal business.

The Nation's Station takes greatest pride, however, in the fact that programs originat. ing at WLW not only number more than twice that of any previous Fall, but also compare favorably in quality and listener interest with the finest on the air.

Music Notes

52

rayson band at Brown Palfor four weeks.

Leo Reisman band set for Cleve-land Auto Show Nov. 21-28,

Dick Foran will record his songs Warners 'Bad Man's Territory' Decca,

ranz Steininger is organizing pit orchestra for El Capitan (Holly-wood) run of 'Meet My Sister.'

Ina Ray Hutton will do two weeks of one-niters after the Earle theatre, Washington, date this week.

Larry Funk follows Britton band into Chez Maurice, Dallas, Tex., Oct. 27, for four weeks.

Paul Kane's orchestra broadcasti two evenings weekly over WGY, Schenectady, from the De Witt Clin-ton Hotel, Albany.

Jerry Johnson's orchestra returns to the air via WGY from the Rain-bow Room of New Kenmore Hotel, Albany, Oct. 28.

Ernest Piedre Flo Browne have placed their song, You Brought My Heart Romance, with 'The Man Without a Country,' at Supreme.

rnesto Pledra has been assigned to words and music for El Caballero Audz,' Hispano Films first produc-

Abe Meyer will supervise music I. E. Chadwick's 'The Man With-out a Country.' Arthur Kaye will di-rect score.

Tommy Dorsey's band into May-fair Casi , Cleveland, Oct. 30.





Offici

Donald McGrane and band into the Dicker on to bring Paul Whiteman Cleveland hotel, Cleve.

ichard Whiting and Johnny Mercer, teamed for first time, have set Too Marvelous for Words' in 'Ready, Willing and Able' at Warners,

Exclusive has taken Carlos Moli-na's 'A Moment the Dark,' Hud-son-De Lange's Mr. Ghost Goes West and Jan Rubi "Serenade' and Rhythm and Love.'

After 30 months at the Plaza hotel, N.Y., George terney moves into the new Restaurant de la Paix in the St. Moritz hotel, N.Y., when it opens the latter part of this month.

Milton Berle collabbed with Charles and Henry Tobias on new Shapiro-Bernstein tune, 'Here Comes the Girl,' Comic lyriced the num-

'Slumbertime Along the Swanee,'
by Tony Sacco, taken by Santiy-Joy,
Sacco will enter Hollywood hospital,
Hollywood, is week for a tonsillec-

Harry Tobias and Jack Stern set their Tonight, Lover, Tonight in Radio's Criminal Lawyer. Irying Berlin will publish. Pair also landed Wide Open Spaces' and Trail Dust in next Hopalong Cassidy picture at Peramoning. n next.... Paramount.

Franz Waxman and Gus Kahn have spotted two numbers, 'Don't Cry, Little Fish,' and 'Portuguese Lyrics,' 'Captains Courageous,' and 'Love on the Run,' They are now set to score 'A Day at the Races,' All pix are at Metro.

Sammy Stept and Ted Koehler have spotted four ditties. Grand National's 23½ Hours Leave? Tunes are 'Good Night. My Lucky Day,' It Must Be Love,' We Happened to Be in the Army, and 'Now You're Talk-i My Language.'

Spirits of Rhythm, who first came into prominence while playing in the Onyx Club, N. Y., before its fire a year and a half ago, have returned to that spot for the cocktail and dinner hours. Stuff Smith holds forth after hours.

Tobias and Jack Stern have Toblas and Jack Stern nave tuned a second song for the new Hopalong Cassidy picture, Trail Dust, which Harry Sherman is pro-ducing for Paramount, Beneath a Western Sky is title and it will be published by Famous.

Mack Gordon and Harry Revel have turned out five numbers for Stowaway, Shirley Temple pic at 20th-Fox Melodies are Good Night, My Love, 'One Never Knows—Does One?' I Want to Go to the Zoo,' S-M-I-L-E and 'A Choo-Choo to Lullaby Town,'

PREVIN VICE HELLER AS U'S MUSICAL HEAD

Hollywood,

Herman Heller, who, resigned as Universal's musical director, has been succeeded by Charles Previ Lou Forbes named business manager of the music department; Previn's tag is general musical director.

WHITE'S DEPT. STORE DATE

Lew White and his electric organ opened at A, J. Spear department store, ittsburgh, Oct. 17, for a week. It's a new kind of 'time' for

White just concluded at the Elec-trical Shows in New York and Philly after 20 weeks with the Cleveland

it Headquarters" again leads the field with thi

"WHEN DID YOU LEAVE HEAVEN?"

"SWEETHEART LET'S GROW OLD TOGETHER" "DEAM AWHILE"

"MIDNIGHT BLUE" The Big song hit of the "PETER PIPER"-"WHEN I'M WITH YOU"

ROBBINS MUSIC CORP. 799 7th AVE. NEW YORK

Most Requested

(As reported by Emil Coleman, St. Regis Hotel, N. Y.) The Way You Look Tonight I'm an Old Cowband Old I Remember You Turned the Tables On Me Sing, Baby, Sing Sing, Baby, Sing Until Today When Did You Leave Heaven? Star Fell Out of Heaven A Fine Romanie Me and the Moon

(Stuff Smith at Onyx Club, N.Y.) . (Stuft Smith at Onux Club, I'se a Muggin' Stompin' at the Savoy. Baby, Please Come Home? There's a Small Hotel: The Man, With the Jive. You're Not the Kind Christopher Columbus I Got Rhythm It All Begins and Ends Basin Street Blues

(Reported by Johnny Green) When Did You Leave Heaven? Body and Soul Bye, Bye, Baby A Fine Romance A Fine Romance
The Waltz in Swing Time
Pick Yourself Up
You Turned the Tables on Me
Until Real Thing Comes Along Yours Forever

(Reported by Guy Lombardo; Roosevelt Grill, N. Y.) When Did You Leave Heaven? Did I Remember? A Star Fell Out of Heaven Bye, Bye, Brby Show Boat Medley A Fine Romance
Until Real Thing Comes Along
Sing, Baby, Sing
You're Not the Kind
Three Little Words

NEW COMPLAINT FILED IN SUIT VS. ERPI

Amended compiaint in the \$240,000 damage suit against ERPI was filed last week with the U. S. District Court in New York by Francis Gilbert, counsel for the publishers concerned. John G. Pai as trustee, had instigated the litigation, charging that this sum was due from ERPI on a foreign synchronization contract which expired four years ago. Federal Judge Knox had several weeks ago held that there was no cause of action in Paine's complaint, but permitted him to submit more details on the charges.

no cause of action in Paine's complaint, but permitted him to submit more details on the charges. Exhibits which Gilbert attached to the amended complaint weigh over 10 pounds and go into the minutest detail about every cong which Paine alleges ERPI recorded on this side and shipped abroad, as part of the original agreement. ERPI contends that it doesn't have to pay for these foreign uses because in many instances the American publishers did not own the foreign the state of the state of the side of the state of the side of the s

clients are not under the burden of provi anything about European rights, since the individual prices agreed to for domestic use implied that these same American pulse would be remunerated for the use of the recordings in other countries.

Kornheiser-Feist Deal

Cold; Fier Recruited

Cold; Fier Recruited

Newman ler joins the Feist prolessional staff, appointed by Chester
Cohn. this week. Likelihood of any
reaffiliation by Phil Kornheiser as a
member of Cohn's staff at Feist now
appears cold, with arrival in town of
Jack Robbi, head of both the Feist
and Robbins music firms, Music execleast from Höllwunded on a pariodic
seast from Höllwunded on a pariodic is east from Hollywood on a periodic

east from Hollywood on a periodic usiness o.o.

Johnny White was a week-end tin an alley casualty, leaving Santly-oy as professional contact. Freddie teele succeeds him.

Richard Gump has placed his number. Song of the Legion, with I. E. Chadwick as themer for 'The Man Without a Country.'

Tin Pan Alley's Air Peeve

(Continued from page 1) (Continued from page 1)
tion, also raised the question as to
the authenticity of the data upon
which Lucky based its tiwice weekly
rankings. Paine in a preliminary
discussion of the situation with representatives from the agency on the
account, Lord & Thomas, pointed out
that the music industry had been
loath to do anything about discounting the religious to the contribution.

that the music industry had, been loath to do anything about discounting the validity of these ratings until it found that they were seriously harming the sheet bus!

Meeting, which was held in Paine's office, had the agency represented by Thomag McAvity, head of the L. & T. radio department, and Jesse Welch, who acts as contact man on radio between the agency and the cig account. The L. & T. execs expressed a willingness to coperate with the music industry in working out some solution of the dilemma and a hope that it could be done without impairing the value of the program's contest which paid cartons of cigarets as prizes to those who guessed the first three song hits of the week.

Publishers

Move

In arranging for conference

Publishers More
In arranging or conference
Pai had acted on the urging of
major publishers, who described the
hit rating angle of the Lucky shows
as having developed the most serious headache, which the sheet music
business has had to contend with in
years. These pubs had told him
that, what they had expected to
serve the industry as a potent exploitation aid had instead boomeranged into a titli influence on
the sale of piano copies.
What especially disturbed the mu-

the sale of piano copies.

What especially disturbed the music industry, Paine informed the agency men, was the program's practice of announcing the rise and fall of the popularity of the various tunes. The mentioning of a song's dropping, say, from third, inthe piace, prompted retailers to bundle up copies of this number and ship them back to the publisher or jobber. Such reactions in most cases tended to kill off the sale of a tune even before it could get started. The agency duo denied that the program specifically or pointedly noted the numerical rise. fall of a tune's popularity, the stand that the program specifically according to the sale of a tune's popularity, attend that the program specifically or pointedly noted the numerical rise.

numerical rise fall of a tune's popularity.

Paine declared that the implications of Lucky's air stunt would not be so bad if the account's hit survey were based on the truth. The program, he said, had educated the public to believe that the data has been amassed and checked through every authentic source, with mention fre-

Music Goes Round' Litigants Assembling In N. Y. for Parleys

Litigants in the authorship claims on song 'Music Goes Round and Around' will assemble in New York this week with their attorneys in an attempt to from out the matters without recourse to the courts.

Ernie Palmquist and his attorney, Morton Jacobson, will arrive from Chicago. Red Hodson, toting his lawyer, David P. Siegal, is already in N. Y. and waiting. Henry A. Kalcheim, Chicago attorney, and Benard Miller are defending actions against Mike Farley and Bill Riley.

Palmquist is sui in Chicago district court, charging Hudson and Farley-Riley with infiringement on Music Goes Round' Hodson's tion in N. Y. southern district court; smillar, naming Palmquist; and Farley- iley as defendants. Latter twain are in the middle and defending themselves on both counts as authors of last season's hit tune.

LOTTMAN'S COAST OFFICE Hollywood, Oct.

George D. Lottman, roadway p. has opened a local branch. Maury Foladare, ex-NBC publicist here, is in charge.

quently made of certified public countants. This whole age of thenticity has succeeded not only in affecting consumer purchases but in molding the practices of the music retailer and the smaller orchestral leader. In the case of the latter if a song isn't up on Lucky's list he won't buy the orchestration or include it in his current repertoire. Availability of the mus. the counter and the boosting talk of the dealer have always served as major factors in the merchandising of sheet copies. As things now stand the tailer, complain the publishers, only quotes the Lucky findings the night before to his customers but frequently cancels orders for numbers which the previous broadcast revealed to be on the way down!

No Decision

Paine told McAvity Weich

No Decision

Paine told McAvity Welch
that the publishers had no objection of Lucky using the music business to plug its vares, but when
such advertising resulted in obvious
damage to the plano sheet industry
the situation called for immediate
protective measures. Paine also advised the L. & T. men that the
MPPA had decided as to what
action it would take, but, he added,
the association would prefer to settle
the matter through series of
friendly discussions with the account.

friendly discussions with the account.

Agency men suggested that the determination of the popularity ratings might be left to a committee selected by the music industry, but Paine declined to commit himself on the advisability of such a device. Paine said that he preferred that McAvity and Welch take up the situation with American Tobacco officials and find out what they think can be done to eliminate from the program the features which are mimingal to the interests of the sheet music busi



A 20th Century-Fox Pleture Starring LAWRENCE TIBBETT With These New Hits-"UNDER YOUR SPELL"

"AMIGO (My Friend)"
"My Little Mule Wagon"

MOVIETONE MUSIC CORPORATION NEW YORK



RUNNING A **TEMPERATURE**

POINCIANA

SAY 'SI SI' (Para Vigo Me Voy) AND THEY SAID IT WOULDN'T LAST!

> **AFTERGLOW** Orchestrations 50

> > NEW YORK

"RADIO CITY, N.Y.

Conti ing the most amazing hit record of all time, we offer this ing array of outstandi songs of the

"DID I REMEMBER?"

"I'M AN OLD COWHAND (From the Rio Grande)" "TO MARY-WITH LOVE" "IT CAN HAPPEN TO YOU"

1629 BROADWAY

"PICTURE ME WITHOUT YOU" LEO FEIST, Inc.

NEW WB-ASCAP SQUABBLE

Pame Disputes Indies' Plaints That Ork Leaders Favor Film-Owned Pubs

In a circular letter addressed to members of the Music Publishers Protective Association. John G. Paine last week scouted the argument that producer-oweed publishing houses held an advantage over indie firms when it came to getting plugs from band leaders. Paine also asserted that a survey which he had made showed that the indie publishers were given all the breaks in film shorts produced by companies which had music catalog affiliations.

Letter from Paine stated that he doubted whether a check made by indie music men would disclose that he fact that a band leader had obtained a film short or theatre date from a company controlling a publishing house would serve to influence the future repertoire of that hand leader. Indie pubs had complained that this alleged angle had created as situation which made it tough for them to compete with producer-owned music companies and that this purported advantage should in some way be taken into account in administering the present code of fair trade practices. These indie pubs have contended that as long as this advantage was held by the film-controlled firms, in the state of the shaders. Paine's letter stated that his survey involved 34 similar teal twiester.

they would not be able to gain itable recognition from band leaders. Paine's letter stated that his survey involved 34 single reel subjects. He found that 221 different musical compositions had been included in these reels and of these only 34 had been published by the houses controlled by the reels' makers. In many of the reels' makers, In many of the reels' makers, all of which proved to him that the advantage which the- indic complained about was merely theoretic one and in no way founded upon actual conditions. He wrote that he doubted whether the alteged advantage could be regarded as having any legal basis, and the letter suggested that if they wanted to, the indic pubs could conduct their own check of the recent air performances of band leaders who have with recent months played picture houses or performed in short subjects.

Campbell Taking to Air On G-B Pic Promotion

Jimmy Campbell, head of Cine Jimmy Campbell, head of Cinephonic Music of London, starts out
on a two-weeks' aviation tour of the
Gaumont-British exchanges in America to set the musical and other expolitation tieups on the forthcoming
Jessie Matthews picture, 'Head Over
Heels,' When last here, Campbell
had everything set, including a
round-the-world' BBC-NBC broadcast, but the English comedienne's

cast but the English comediennes illness has caused stoppage on all production.

This calls for new ballyhoo plans, with date yet inder as Miss Matthews is still convalescing. Overwork and something of a nervous breakdown is the cause of the enforced hiatus.

Ever since Campbell and his wife, the former Betty Balfour, came to America a fortnight ago they've been ill with the flu, but now getting over it.

ASCAP's Meeting

American Society Composers, Authors and Publishers will hold its second semi-annual membership meeting at the Astor hotel next Thursday (29). Reading of reports and the speech-maki will be preceded by a luncheon.

Spencer's Coast Job

Jack Spencer has been appointed business manager of Musicians Local 47, American Federation of Musicians, to succeed Cliff Webster, resigned.

signed.
Webster quit recently to become associate office manager for Consolidated Radio Artists, Inc.

Most Played on Air

To familiarize the trade with To jamiliarize the trade with the times most on the air around New York, the following songs were most played on the networks last week. Onlined plays on WEAF, WJZ and WABC are computed for the week from Sunday through Saturday ight (Oct. 11-17). the week from Sunday through Saturday ight (Oct. 11-17). I'll Sing 1,000 Love Songs Way You Look Tonight When Did You Leave Heaven? Did I Remember? You Turned the Tables I'm an Old Cowband Sing, Baby, Sing Until Real Thing Comes Along When Lady Meets Gentleman Bye, Bye, Baby Close to Me Star Fell Out of Heaven Me and the Moon A Fine Romance I Can't Escape From You Until Today Who Loves You Until Today Who Loves You Ut, We Never Meet Agai My Kingdom for a Kiss South Sea Island Magle Midnight Blues High Hat Piccolo and Cane Dream Awhile You Came to My Rescue Organ Grinder's Swing

McKEE JOINS MPPA AS COUNSEL

McKee, former mayor Joseph and president New York Board of Aldermen, last week went on the payroll of the Music Publishers Protective Associ

res Protective Associ He will serve as general counsel as well as independent arbiter of the music industry code on fair trade practices. For this he has been guaranteed a minimum income from the MPPA of \$10,000 a year. The contract is for no year.

Agreement with the MPPA provides that McKee will not represent directly or indirectly any music publisher in litigation or as counsel without obtaining the consent of the MPPA's board of directors. The association, it is understood, will have first call on his services in all matters pertai ing to music publishing.

first call on his services in all matters pertai ing to music publishing.

Impression prevalent among the publishers who favored McKee's retention is that he will be able to obtain a synchronization-contract from the synchronization contract a luncheon, which is to be held in the forthcoming week.

McKee's assignment as general to ordinator of the music industry will also involve his aid in establishing better relations between the MPPA and who deal with it for various rights. Another angle that his job entails is getting the industry to co-operate on new methods of product merchandising. He will also serve as a general intra-trade mediator on music publishing executive matters.

Hot Wax

ridgeport, Oct. 20.

Recordings of 'Sweet Violets,' 'She
Sweet Niels and other
allegedly obscene platters were
privately played last week. for City
Court Judge Hugh Lavery in case
of Edward Navickas, 27, charged
with possession of obscene articles.
Case continued to this week.

Eddie Seja, guitarist, signed for a Brunswick series.

WR DEMANDS HIGHER RATINGS

Film Co. Accuses Society's Availability Committee of -Threatens Unfairness Court Action-Submitting Own Analysis on Radio Usage of Subsids' Catalogs

\$42,000 PLUM

With the reconciliation between the two less than three months old, the Warner Bros, publishing group and the American Society of Composers, Authors and Publishers have become entangled in a controversy over royalty allocations. In a stinging letter of protest, Warners this week charged the Society's publisher availability committee of going haywire in determining the value of the Harms, Inc., T. B. Harms Co., Witmark and Remick catalogs.

The letter demanded that the committee exercise more care and fairness in rating the availability status of each of these catalogs. It was said by the Warner organization that the fight on the issue would be carried, if necessary, to the courts, with fraud and conspiration that it would be given equitable treatment as far. as its availability ranking and performance credits were concerned. It now charges that in the case of every one of its firms the availability points assigned are much too low. Particularly burning WB is the fact that three other firms have been put on an equal availability level with Harms. These firms are Irving Berli , Inc., Carl Fischerlic, and G. Schirmer, Inc. Before Warner's walkout from the Society, the Harms catalog held No. 1, position as to value and was in a class by itself.

To back up its claim better availability recognition, Warner is submittif to the availability committee an analysis of the four fravailability recognition, Warner is submittif to the availability committee an analysis of the four catalogs with those of other catalogs which received more than 1,000 performances credits each from ASCAP last year, and a comparison of the accumulative uses of the four catalogs with those of other catalogs which stand high on the Society's availability ranking.

Warner got its first royalty check from ASCAP last week. The amount was \$42,000 and represented the WB publishing group's share cut down appreciably the payoff to the publisher coptingent of the Society's availability had been for the second quarter, but the divvy, to individual it had b

SONG BOOTLEGGER PINCHED 3D TIME

Federal authorities week raided the printing plant C. Divry in lower Manhattan and confiscated an order of 30,000 booties consisted an order of 30,000 booties consisted and held in \$2,000 bail. Aaronson was charged with having placed the order for the contraband. ivry told the U. S. District Attorney's office in Manhattan that Aaronson had since July taken away 100,000 songsheets. It was Aaronson'a third arrest for distributing contraband folios, his previous entanglement bringing him seven months in fail. When arrested, he was out on probation for two years. Arthur Hoffman, of the Music Publishers Protective Association, aided the authorities on the case.

WB Asks \$300,000, Dreyfuses Offer \$150,000—So Pool of Pubs Is Cold

Astaire's 3d Ditty

Hollywood, Oct. 20.
w tune, 'Just Ope More
Dance, Madame,' has been written by Fred Astaire, Dave
Dreyer and Paul Webster,
This Astaire's third effort,
Crawford Music Co. wi
lish.

Can. Licensing Discussions On This Wk. in N. Y.

Leslie Boosey will meet with E. C. Mills. mgr. of the American Society of Composers, Authors and Publishers, and a representative of the Will Hays ice some day this week to discuss the Canadian licens ng situation. Boosey, leading London publisher, is also head of the British Performi ights Society
He is country Monday (19).

organizations are concerned over the future of the Canadian Performing Rights Society, in which ASCAP and the BPRS each hold a interest. past year ASCAP has been considering withdrawing from Canada because of legislation that restricts the amount of license fee that the Canadian Society may As protest against this measure the Canadian Society issuing licenses monthly basis. ASCAP is

bers take back their Canadian rights and let them appoint their own trustee for the Dominion.

Deal between Max and Louis Dreyfus and Warner Bros. has fallen through, and Edwin H. Morris, v.p. and gen. mgr. of the WB publishing group, is now working on a general reorganization of the various firms under his authority. Reorg will be marked by a realignment of personnel, but this won't be put into effect for at least another week.

What caused the negotiations to blow up was the Dreyfuses' insistence on paying half the balancing price which the film producer had asked. Warner was to get 50% of Chappell Co. and the Dreyfuses' 50% of Harms, Inc., with Max Dreyfus taking charge of an operation pool which, in addition to Harms, Inc. and Chappell. Would include T. B. Harms Co. Dreyfuses, WB and Jerome Kern each own a third interest in the last firm.

WB wanted \$300,000 in addition to the half interests in the Chappell Co. The Dreyfuses, at a meeting held last week, countered with an ofter of \$150,000. Warner decided to call all bets off last Saturday (17).

New Bands for Dallas **Under Several Changes**

under Several Changes
ts Society
ry Monday
ry Monday
concerned
Canadian
r, in which
ach hold a
past year
ring with
because of
he amount
nadian So
protest
Canadian
Motors exhibit at expo after Tommy
Turker today (Tuesday) and Gus
Arnheim follows Carl Ravazza at
Adolphus hotel Friday (23). Henri
Gendron is current at Bouche's theafter-casi , with no immediate
change in prospect. Larry Funk is
slated to succeed Milt Britton at

T.B. Harms Ca.

thought to have

DEFINITELY

America's New Waltz Hit!

505

ALSO A EUROPEAN SENSATION FAST BECOMING AN AMERICAN HIT!

Love-What Are You Doing To My Heart

T. B. HARMS CO. 1250 SIXTH AVE. RCA BLDG., N. Y.

Disc Reviews By Abel Green

ictor and Ken Murray both hope that Murray and Oswald may be-come another Moran 'n' Mack on the disks. That's been the hope of many

THE BEST IN MUSIC

the quickest hit this year Did You Mean It?

Another Perfect

Night Is Ending

The Mickey Mouse Novelty

Mickey Mouse's

Birthday Party

Springtime in the Rocki

There's a Silver Moon

On the Golden Gate

HARRYLINK G P M-IRVING BERLIN INC. 199-7TH AVE. N.Y.C.

Witmark Presents

When My Dream Boat

My Kingdom for a Kiss

Waltzing with an Angel

WITMARK & SONS

Comes Home Thru the Courtesy of Love You on My Mind

Papa Tree Top Tall

Bermuda Buggyride

Hors D'Oeuvre Tia Juana

A. Goodnight

Emanuel Cohen (Major Pictures) produced for Columbia release. The waxings are-a consistently ultra job and they should sell well.

Vactor 25,431 pairs 'Pennies' and So Do I' under the Eddy Duehia, agies, which means a suaver orchestral treatment of these two Crosby-excerpts. The Duchin Steinwaying and that sweet-hot brass of his are the instrumental stand-outs. Lew Sherwood vocalizes. Victor 25,429 features Jerry Cooper with Duchin's versions of 'To Mary, With Love. which Gordon-Revel wrote up from that film tille, although, not actually a picture except. Tve Got Something In My Eye' (Newman-Monaco) is the companion piece. Cooper, indientally, is very a la Crosby in his vocal style.

Comes, swing: Fats Walter's own

thing in My Eye (Newman-Monaco) is the companion-piece. Cooper, incicientally, is very a la Crosby in his vocal style.

Comes swing: Fats Waller's own Tounging at the Waldorf. sort of rizzy version of Stompin at the Savoy. La De De La Je be A. (Sam Lounging at the Waller De De La Je be A. (Sam Lounging) at the Waller pianologistic vocalizing, embelsished by a heated swing style. That's the reason for Waller's consistent best-selling—he's different.

Deca 953 has another novelty in Joe Danlels and his Hot Shots in Drumsticks, wherein the traps get the swings featuring, as they give out 'St. Louis Blues' and 'Sweet Sue! But also plenty-strong on the jam Not-swing, but on the subject of being different and having individuality, that's the answer to Shep Fields' uplick click. His Ritopling Ramance to any pop, new or familiar, and the more familiar, the more outstanding is the Fields style. Bluebid 6,604—which is Victor's 35c. adjunct—pairs 'So Do I' and 'One. Two,' again the Crosby excerpts, with Charles Chester vocalizing: Fields is a big league band but prefers the Bluebird lishel—rather than Victor's 75c. black-label releases—because it affords him the choice of the control of the control

one-step. paired with Goombay Drum, a rhumba fox too on Deca 942. Okay for sound, if not dansspation.

Art Shaw has a different orchestral set-up on Brunswick 7,741 with You're: Giving Me a Song and Dance and Darling, Not Without You, Fog LaCentra, vocal-interluding the Control of the Control of Control of

give away.

Dorsey swings it sweetly with
Parade of the Milk Bottle Caps.

novelty by the maestro and Pat
McCarthy, paired with 'Don't Look
Now' (Cahn-Chaplin'). Decca 941.

Another by Cahn-Chapli is
Flurdy Gurdy Man' which Louis

Armstrong does on Decca 949, accomped by the Dorseyites again, coupled with The Skeleton in the Closet, out of Tennies from Heaven. Armstrong is featured vocally in his unique style, and on the horn, but the Dorsey orchestra, not his tom, support him this time.

From the new Cotton Club show, Cab Calleway, who introduced the entire J. Fred Coots-Benny Davis score, fittingly, dittoes 'em' on the wax for Brunswick 7748; 'Copper Colored Gal' and 'Wedding of Mr. and Mrs. Swing 'the finale number of the cabaret's floor show) of the cabaret's floor show between the beautiful of the cabaret's floor show of the cabaret

on Brunswick 7752. Very brass, in spades.

Ben Pollack, renowned in the trade as a pioneer in swingo, concededly a bit ahead of his times in former years, is finally achieving his rightful niche with his aggregation on Brunswick 7751. One Step Ahead of My Shadow and Touldn't Be Mad at You permit him to do orchestral tricks. No. 7747 couples "Now or Never' with Through: the Courtesy of Love." Pollack, Jim Hardy, Carol Mackay and Lois Still split the vocals on all four.

and Lois Still spit the vocate on a cour, Guy Lombardo on Victor 25421 Guy Lombardo on Victor 25421 Guy Low Line Low I hings, East and Electron Low I have the control of the course of

waxings.

Joe Sanders (the late Carlton A.
Coon's vet dance partner) dispenses
expert dansapation, "There Goes My
Attraction" and "They." Said it
Wouldn't Last!" on Decca 935.
Brisk and very foxtrotty. Sanders
handles the vocals himself.

RHUMBA BANDS SET FOR U.S. AND S.A.

Exodus of Cuban artis is again the talk among the profession here. Armando Romeu, Jr., and his 13piece orchestra will sail on Sunday

South America, starting at Peru

Bros. orchestra early next month for Hollywood under contract to Warners for some shor . Now awaiting a permit of the

shor . Now awaiting a permit of the Labor Dept. rooklyn Musicians' Union oked the deal, which was set here by Pietro Colli, traveling rep for Warners. Trio Garcia, colored mixed trio of troubadours, has signed a two-month contract with Emilio Azcarraga, owner of XEW in Mexico for radio programs over the Mexican 50,000-watter.

Daiquiri orchestra is still in South America, and the female band of Anacaona Girls has left for Buenos Aires.

Court Holds Decision On Universal's Plea For Injunction Vs. P. O.

Washington, Oct. 20.
Application of Universal Song Service of Hollywood for permanent injunction preventing enforcement of a postal fraud order was taken under Advisement by local Federal court last Thursday (15). With mass of evidence before him and bulky hearing record to Justice Oscar Luhring i tional time to make up mind whether the Post Office Department ruling barring the Hollywood outfit

whether the Post Office Department ruling barring the Hollywood outfit from the mails was justified. Deci-sion is expected late this week. Enforcement of the postal fraud or has been blocked for nearly a month under a temporary restr granted as soon as the P.O. decision was handed down.

Sax Player's Revenge

Dick Stabile, former saxophone player with Ben Bernie, now leader of his own band at the Lexington hotel, N. Y., took the recent threat of some of the band leaders to obliterate the saxes in orchestras to heart, and he immediately made some changes in his orchestra so that he now features the Saxteffe. he now features the Saxtette

ne now features the Saxtette-six saxophone players includ-ing himself.

He has instructed his ar-rangers to feature the Saxtette in all orchestrations.

The Sax Is Here To Stay, Prez Of NABIM Avers

Editor VARIETY:

ink you would be intentionally unfair to anybody or any i dustry, hence must protest inst the statement by Meyer Davis, iven inst front page promi Oct. 7 issue. Mr. Davis

titled to his our industry believe, to state that the saxophone is not on the

way out, America erican manufacturers of saxo-

way out.

American manufacturers of saxophones are working full force and full time with orders in excess of production and sales have been steadily increasing ever si our low point in 1932, this low point being, obviously, a result of general economic conditions and not to any lessening popularity of the saxophone as a musical instrument.

As a matter of fact, it has been receiving steadily increasing recognition by finer musicians. Leaders of the finer school college bands have been increasing the number of saxophones in their organizations so as to have complete saxophone-hoirs, rather than quartets, sextels or octets. And although saxophone-its in the country's finest and most popular dance bands have been ealled upon to do more doubling on clarinet, flute and oboe than in former years, this does not indicate any lessening of the popularity of the saxophone. On the other hand, the leading organizations are using four or, five saxophonists instead of the three-men sax teams so long in vogue.

The saxophone has been the victim

ogue. The saxophone has been the victim

vogue. The saxophone has been the victim of misuse and of the application of erroneous ideas. The 'lead tenor' idea, for instance is all right now and then and on certain numbers, but it is absolutely wrong to eliminate entirely the rich soprano voice of the Eb alto saxophone as a lead instrument, and I think more of the prominent arrangers will agree with this statement than might disagree with it.

American manufacturers have been working overtime, not only to turn out enough saxophones to take care of orders but to develop and improve their products, so that players could, with the minimum of effort, do full justice to themselves and to their positions. The saxophone is here to stay and, not only that, to occupy a more and more important place in the art of music.

Mr. Davis criticism, is not only unfair to the instrument, but unfair to the instrument, but unfair to the many fine artists who have Important place in the art of music.

Mr. Davis criticism, is not only unfair to the instrument, but unfair to the many fine artists who have helped the instrument live down the reputation acquired during the days, 10 years or more ago, when every youngster either had or wanted a C-Melody and we were guilty of selling the instruments 'easy to play' basis. It's not easy to play as axophone properly any more than it is to. play any other instrument properly, and if good men are placed in any organization by Mr. Davis or anybody else; they'll not be lacking i 'lift,' speed, precision or anything else required of them.

Fred A, Holtz, resident, National 'Ass'n Band Instrument Mrs.

36 DISK PLUM OVER \$250,000

Music Publishers sociation will collect over \$250,000 in

royalties from transcriptions for 1936. was estimated last week by John

it was estimated last week by John G. Paine, who acts as trustee for the copyright owners. Income from this source last year was \$115,000.

By the end of September, the association had received \$185,000 from transcription manufacturers to be transmitted to the owners of the musical rights. MPPA's distribution for last month was \$25,000. This rated as pretty, low when compared to the \$40,000 and \$50,000 divvies that the association had made revious months of this year.

Leonard Joins Davis

arold Leonard, Chi meestro, has allied with Meyer Davis' orchestra booking office in N. Y. Leonard will book and play on jobs, heading his own combo.

Exclusive PUBLICATIONS, IN

Organ Grinder's Swing In a Sentimental Mood Ride, Red, Ride Solitude

Mr. Chost Goes to Town EXCLUSIVE PUBLICATIONS

1619 roadway, New York

EXCLUSIVE PUBLICATIONS

Rewick

I'LL SING YOU A THOU-SAND LOVE SONGS

Coney Island

Now That Summer Is Gone

Sing a Song of Nonsense Don't Kiss Me Good Night

tr's a Big Hit—
The Brquest Song!
"ME AND THE
MOON"

"TO YOU SWEET.

HEART, ALOHA"

Cute-Fresh-Appealing Rhythm Novelty "OH, YOU ROGUE

"OVER A BOWL OF SUKI-YAKI"

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55

\$150,000 CHI NITERY '

WPA District Head Says WPA Frisco WKLY, GROSS OF Results Prove Vaude Can Come Back

San Francisco, Oct. If some enterprising circuit pronoter had the ing, field could be revitalized and vaude brought back method of presentation were mod-Laughlin, supervising director of the Northern California district of the Federal Theatre Project of the

Laughlin bases his opinion on the five weeks' run which WPA straight vaudeville had at the Columbia here

recently.

The Francisco project's vaudevi personnel was not sufficiently large to furnish weekly changes of program for the five weeks' so acts were called in from the Oakland and Los Angeles divisions' said Laughlin. 'In this way idea was obtained of the class of talent available. There were old Orpheum and Pantages headliners, also some that were never meant for headli per latent that has developed since 1929 when valued the meant of the said ince 1929 when valued the new that is headline material for the futures.

Regardless of local critics whose reviews picked the shows apart, but on the whole were favorable, the crowds came to the Columbia and seemed to feel that the good acts were worth the money. They were enthusiastic throughout and the hope was often expressed the members of the house personnel at the Columbia that vaudeville was back to stay. In San Francisco this form of entertainment has warm spot in the hearts of the people. The vaude try outgrossed all off the WPA's local drama productions. According to Bert Levy, the San Francisco vaude booker, the WPA 'rendered a 'real service to vaudeville by its five week vaudeville season. It has shown conclusively that the theatre-going public can be drawn into a vaudeville house in sufficient numbers to make it pay if there is sufficient entertainment, enough acts, vaudeville can undoubted.

'Revue' With 4 People; St. John Audience **Demands Money Back**

enough acts, vaudeville can undoubtedly and probably will be returned.

. N. B. Oct. 30.

. N. B., Oct. 30.

A riot was averted in the Opera
House here at a midnight show last
week when the suddence's demand
for money refund was granted by
the management.

A show-titled-Bachelor-Boys-Club
Revue' had been advertised as opening at the midnight show for a
week's booking. Actors were billed
as former members of the Dumbells'
troupe which toured Canada for
many years up to two years ago.
However, only four people appeared on the stage. The audience
found the performance unsatisfacand most of the customers demanded their money back. After
looking at the irate crowd, the management kicked back.

Cutting 'Marietta'

Naughty Marietta, currently in its full legit version at the Grand Opera House, Chicago, will be condensed by the Shuberts for picture house use. Paramount is dickering for the

Operetta goes to the Cass, Detroit, for a legit date, following Chicago, before the cutting job.

Fields for Chez Paree

Benny currently at the Versailles in N.Y., goes to the Chez Paree, Chicago, Nov. 6. Booki is for four weeks.

William Morris office agented.

Hit in Face by Ladies Room Door, Sues for 10G Milwaukee, Oct. 20. who sai she

Ruth Paull nce warhled Whiteman's oand, told a Milwaukee Civil judge and a jury that her face was perand a jury that her face was permanently isflured when someone suddenly opened the door to the ladies room at a downtown hotel tavern, striking her in the face. She claims to have suffered a fractured nose and cuts on her face, for which she is asking \$10,000 damages

Ky. Nitery Will Spend Record 15G for Shows

Peter Smith, Cincinnati cafe man, opening a new nitery Dec. 1 at Newport, Ky., across the river from Cincy, intends to play the highest priced floor show in the country. He's negotiating through the William Morris office for names.

Smith's budget will run up to \$15.000 for shows. His spot will seat 1,500.

WM. SEABURY INDICTED IN N. Y. FOR FORGERY

Seabury, the fo dancer, was indicted William Seabury, the former vaudeville dancer, was indicted yesterday (Tuesday) by the New York County Grand Jury a forgery charge. He has been out on bail since his arrest early last summer. Seabury is charged with forging and cashing a \$150 soldiers' bonus check made out to another person.

Blue-Book Torcher Getting \$1,250 Weekly

Symington, socialite singer who goes into the Sert Room of the Waldorf-Astoria Oct. 27, will get \$1,-250 weekly for the entire season Salary sets a new high for theatricalminded socialites.

Mrs. Symington, wife of W. Stuart Symington and mother of two children, is the daughter of a Congressman, James W. Wadsworth. Makes her third season in show biz, having started at the Place Pigualle in 1934; for which stint she received \$500 for which stint she receive weekly, with an evening thrown in weekly as a bonus.

More N. Y. Par Bands

roadway Paramount opens with Clyde Lucas' orchestra today (Wed.) in conjunction with ig Broadcast', and follows with Rudy Vallee who provides the whole pit show, ing specialty entertainers, ported \$9,500 on the week. Negolations are virtually completed to play the Glen Gray Casa Loma orchestra Christmas and New Year weeks. This will be the second repeat band for the Par N. y. pit, Shep Fields having recently played a return. The Casa Loma band inaugurated the present pit show policy last Christmas.

BUDDY DOYLE'S DATES

Buddy Doyle, who played the Cantor part in Metro's "Ziegfeld," is coming east for vaude dates.

Opens Oct. 23 at the Michigan, Detroi

better throu illed budget.

Series, the influx of visitors reminded the headwaiters of the good ole 1928-29 days. The outlanders would come to the door, State on Broadway week of Oct. 30. Philadelphia.

12 LOOP SPOTS

Biggest Biz Biggest Talent Budgets-\$35,000 a Week for Chi's Dozen Top Floor Shows

COMPETISH HELPS

Chicago, Oct. 20 Biggest business boom in the his-tory of local nite clubs is now in order, with the dozen key niteries in order, with the dozen key niteries in town currently running better than \$150,000 total weekly take. It has the hotels searching for bigger box office angles in order to cop as much of that nite clubs money as possible. Rubber bands are off the bankrolis and at present a show budget of \$3,500-\$4,500 is pretty common hereabouts. Up to this year that kind of money was spent by only one or two
of the big spots.

G up - tus	
Budgets	
Present approximate	a
the dozen key nite spots in town	are
Bismarck hotel (Walnut R.)	1.500
	2.250
Chez Paree	7.500
Congress hotel (Casino)	4.250
Drake hotel (Silver Forest)	2.750
Edgewater Beach hotel	3.500
Morrison hotel (Terrace R.)	3.500
Palmer house (Empire R.)	
Royale Frolics	
Sherman hotel (College Inn)	5.00
Stevens hotel (Continental R.)	2.70
Yacht Club	1.75
Commidiation	

This is an approximate total of \$35,000 as the weekly expenditure among 12 nite spots for entertainment talent alone, including acts and bands. As business increases generally, nite clubs continue to expand their budgets, particularly as competition for names and talent grows keener.

eener. This same competition is evidently proving a box office help, since n of the 12 nite clubs are turni profits.

College Inn is a big winner with

College Inn is a big winner with its present average gross of an approximate \$20,000, figuring as the best general take this room has joyed in a long time. Palmer House's Empire Room is feeling the pressure of the new competition and its former takes of last year and 1934, which used to run to nearly \$25,000 weekly during, the runs of Veloz and Yolanda, has dropped off in tothe \$12,000-\$14,000 mark. Current estimated weekly grosses of the 12 lead in its pots in town: Bismarck \$3,000-\$5,000 Chez. Paree \$19,000-\$22,000 Chez. Paree \$19,000-\$22,000 Drake, hotel \$1,000-\$10,000 Morrison \$10,000-\$13,000 Morrison \$10,000-\$13,000 Morrison \$10,000-\$13,000 Morrison \$10,000-\$13,000 Morrison \$10,000-\$13,000 Morrison \$5,000-\$13,000 Morrison \$10,000-\$13,000 Morrison \$10,000-\$10,000 Morrison \$10,000-\$

Ferde Simon Dies at 41; Expanded **Agency Biz Despite Vaude Decline**

VARIETY

N. Y. Nitery Biz Slumps After World **Series Boom; Cotton Club Tops Town**

The new Cotton Club in midtown waving their wallets at the captains its first season at the new location, is doing the business of the town among the niteri Revue is headed by Bill Robinson and Cab Calloway.

General nitery biz is spotty, after the baseball fever. ichman at the Hollywood is only doing fair and ditto the Paradise, which has a

and they just had to make room by putting more and more tables on the floors, ith extra floor shows to help along the turnover. ight saw the reaction.

Sullivan's 1-Day Stand

ists are

Maris Chaney White House
Guest of Mrs. Roosevelt
Maris Chaney (Chaney and Fox)
Annec, has been a member of Pres
the past week, staying at the White
House or at the President's home in
Hyde Park, N. Y., between trips. She
is a close trien of Mrs. Roosevelt on
Hyde Park, N. Y. between trips. She
as a close trien of Mrs. Roosevelt on
the president's train.

Miss Chaney few to Chicago from
the week to join Mrs. Roosevelt on
the president's train.

Bd. of Aldermen
Gets N.Y. Agents

Licensing Bill

Revised bill for the special licenting of artist representative in Noning of artist representative in

Par Takes Marcus Show For Toronto and Montreal

A. B. Marcus' La Vie Parisienne' has been booked by Charles J. Freeman of Paramount for the Famous Players-Canadian theatres In Montreal and Toronto. Opens Nov. 13 in Montreal, with Toronto following, Marcus show has been playing in the west as both a full-sized legit revue and as a unit in picture houses.

Night Club Reviews

RAINBOW GRILL, N. Y.
Johnny Hamp's orchestra holds
forth as the new band attraction at
the Rainbow Grill, the informal
alf-brother of Mr. Rocketeller's
swankier saloon, the Rainbow Room,
budg, Hamp used to call 'em the
Kentucky Serenaders, but that was in
the early post-Whiteman era of suave
and siken symphonapation. Today
it's swing, so the Ky. Serenaders is
the nomeclature-for the vocal choir,
whereas the backbone of this combo
is more heated and youthful. Jayne
Whitney, featured vocaliste, likewise
is in the newer 1936 idiom.

Hamp has revamped his orchestra

is more heated and youthful. Jayne whitney, featured vocaliste, likewise is in the newer 1936 idiom.

Hamp has revamped his orchestra considerably since last caught. New cide, younger blood, and the new scheme of things distinguish and the new scheme of things distinguish and the new scheme of things distinguish and the revasalle in its folder of much more so than the average band organization, even in these days when every traveling orchestra is more or less of a miniature roadshow. They also manifest a swell sense of humor in what they do.

Take-offs on contemporary bands are not without piquancy in some spots, but in toto it's good numored although the combardos.

The boys cut up with travesties bequested to the terporary bands and the combardos.

The boys cut up with travesties bequested in dispensing their dansapation which has always had that celat of the terpora. Hamp is at the heim and likewise essays a vocal, interlude with and vidious distinct in the length of the terpora. Hamp is at the heim and likewise essays a vocal, interlude with and vidious distinct in the length of the terporary hands and provided the control of the terporary hands in the heim and likewise essays a vocal, interlude with and vidious distinct in the length of the terporary hands and provided the plants, and Dr. Sydney Ross, amazing tableworker, with his cards and sleight-fland, from the snootier Rainbow Room. Dr. Ross (that Ph.D., England, is on the level) ducks the mitting the provided the provided that the like and is not the level ducks the mitting the provided that the provided the like and sleight the provided that the like and is not the level ducks the mitting the provided that the like and the like and

TERI JOSEFOVITS

Pianist-Composer

TER 20 WEEKS AT RAINBOW ROOM

NOW

HOTEL LOMBARDY, N. Y. 37TH WEEK

Marque and Marquette

CASINO DE PARIS, PARIS

Music Corporation of America

CHRISTMAS CARD AGENTS

w 21-Folder Assortment. Sells or ght for Write for particulars

DOROTHEA

SPIKE

HARRISON
Comedy Sensation This Year in
South America, Los Angeles
Texas Centrennia!
Now at GAY 90'S, New York

JACK

RAINBOW GRILL, N. Y. reading whenever possible in favor of the card stuff, all at the table, at hough he probably has enough for the Rainbow Grill. the informal the Rainbow Grill, the informal half-brothler of Mr. Rockefeller's Deauville Boys—Clyde Waters, Kais both atop the 65th floor of the RCA Carroll—round out the show, specially, the group of the RCA Carroll—round out the show, specially, many used to call 'em the Kentucky Serenaders, but that was in lounges of both niteries.

lounges of both nitevies.

Unlike the Room's \$1.50 and \$2.50 couvert, the Grill's fee after 10 p.m. is 50c and \$1. Table drhot dinner at \$2 is likewise a great buy and the heavy trade reflects it. The Room also does strong dinner trade, but the supper biz in both spots in somethow not all it should be considering the vintages, good food and generally reasonable tariffs.

Still hoth niteries are a perponal

reasonable tariffs.

Still, both niteries are a perennial thrill for the tourists from all over the world. As the Italian auto racer who won the Roosevelt Raceway competition Columbus Day put it he was present in the Room on this night), the nearest thing to dining in a 65th story restaurant would be eating in a nite club atop one of the Alps and looking down.

Abel.

Harlem Casino

Harlem Casino
(RITTSBURGH)

Bitsburgh, Oct. 18.

Although, Pittsburghs Hill district
is literally dotted with colored hot
spots, Harlem Casino is the only
one to get a nod from the smart
crowd. That's because the lid's off
in all the others; Casino, however,
goes in for legitimate nite club respectability and vetoes the customary off-color stuff so common in
the other hangouts.

Site was remodeled from an old
theatre last year by Browar indie interests, but this season has for its
active manager Lew Mercur, who
has been connected with multiple
intery undertakings in tri-state area
for more than 10 years. Mercur has
revived the cover charge, 50c week
putting it back in Saturaya but is
intery undertakings in tri-state area
for more than 10 years. Mercur has
revived the cover charge, 50c week
putting it back in Saturaya but is
undertaking in the state of the cover charge.

Talent at present is budgeted at
double cost of last season's shows
and looks it, with a higher standard all the way around. Mercur
has as his producer Larry Steele,
who also doubles as me, and bullds
new shows with new headliners
around permanent chorus of eight
every two weeks. Line gals can all
covered the state of the covered the state
of the state of the state
of the

LESTER

NOW PRODUCING STAGE SHOWS AT STATE LAKE THEATRE, CHICAGO

Few of the Shows Produced (THEATRES)

(LTEATRES)

- Hollywood, Cul.
- Hollywood, Cul.
- Variouser, 3s. C.
- TUKIO, JAIVAN and Others

(CAFES IN CALIFORNIA).
Club Continental Sebastian's Cotion Club
(STUDIOS)
(STUDIOS)
Altered Culp.
(STUDIOS)
Altered Culp.
(STUDIOS)
Altered Culp.

ducational, Also er Bros. Studios

goes in for the customary swish and show is rounded out by a production number called 'Reminiscing with the Duke.'

Hotelry in Grand Central area.

With the Duke.'
It's a collection of Ellington melodies strung together by a series of
specialties by both principals andchorus, with Steele starting it off
singing 'Sophisticated Lady' to agal
spollighted in corner of the room.
She's Helen Wiels, who sings and
also leads LeRoy Bradley's band.
Musical utilit has it at justice and the series of th

Harlem Casino can accommodate around 350 comfortably, and around 50 more by crowding. Cohen.

HOTEL NEW YORKER (NEW YORK)

HOTEL NEW YORKER

(NEW YORK)

Good salesmanshin and showmanship on the part of the How Newborne's 'slide music' dansapation.
The slide part derives from his sliphorn, the ex-crooner and challenger
of Vallee as a pioneer megaphonewarbler having thrown away the
rah-rah prop and concentrated on
his trombone. Surrounding the Osborne dance band is a variety quinter which impresses the state of the
hotel impresses the state of the
hotel and cafe floors, wherein a
few good acts, plus a crack dance
band, are thrown in along with the
come-on \$2 table d'hotes. Actually
of course, the management couldn'
from the country of the surrounding the service
and, are thrown in along with the
come-on \$2 table d'hotes. Actually
of course, the management couldn'
from the service of the survival of

pation.

Dick and Dorothy Rogers do the vocals with the band Bill Steele dittoes as another mile sineing specialist who is given to 'Night and Day' and Boots and Saddles' type of barytoneing.

of barytoneing.

Manya and Drigo are a nice looking tern team who do the conventional walk, tange and footrol settlement of the conventional walk, tange and footrol settlement spots that open with floor divertissement, the faster will became a familiar the orthodox exhibition dancing. The progressive acts should give that a thought and plan a bit shead, in order not to err on the familiar si

Three Randall more vocalizing into the mi round out the specialists.

specialists, the band aci's control of the band aci's control of the Sin Tromber of the Sin Tromber of the as featured by the Osborne act when at the Broadway Paramount a fortnight ago.

Couvert 155.

Couvert 75c and \$1.50 after 10. weekdays and holidays respec, and Max, per usual, is a suave and efficient maitre at the portals. Abel.

HOTEL LINCOLN

(NEW YORK)

(NEW YORK)

An informal dining spot in Times' Square sector, with Dick Stabile's orchestra the mai draw. Stabile is not new to the place, having opened there last season and going through the summer stretch.

Orchestra is presenting much the same fate as used several weeks ago at the State on its initial stage fling. There's the mild swing, impromptu chanting and featured saxophone sextet. Last is the most popular item of the group, getti most recognition from patronage. Adele Girard also debuts at this time (New Acts).

Stabile is out to expand on his ow baton chores. He sings a bit, clowns and even steps out into the ringside diners for the glad-hand stuff. He's progressed in this line. Most of the time, though, he plays a neat sax,

(NEW YORK)

Hostelry in Grand Central area, long synonymous with New York's red plush erra at its palmiest, how in with informal entertainment in its Fountain room. Room itself reflects a past era with dull red walls, gold columns, a trio of founts, lots of fernery and plenty of oalc' panelling. There's a dignity to the place and the food is of the best.

the food is of the best.

Mishel Gorner's 12-piece orchestra presents popular fare for the most part. Light opera numbers also fit in with the overhanging aura. Present policy of opening up the dining room is more or less of an experiment to see if customers will go for the new note of gayety.

Room is open for luncheon also with no cover or minimum in effect at any time. Acoustics are particularly good for such a long room.

Brat.

15 YEARS AGO

(From VARIETY and lipper)

Harry Lauder opened a tour at the Lexington, N. Y. Company included Margaret McKee (later Roxys' Mickey), Harry Moore, paper tearer; Clintons, acrobats; Cleo Gascoi, and Kharum, pianis, Show carried a drop showing Main street in Saranga Lake, Wm. Morris belonged to Saranac Lake Rotary.

ight acts made a three-hour-anda-half show at the Palace. Record holders were Eddie Buzzell, 34 minutes; Irene Bordoni and Karyl Norman, 25 Paul Whiteman, 28, Bert Fitzgibbons, 23, and Billy Glason, 21.

Joe Boganny troupe over for a new tour with a bricklayer act i-stead of the bakers. Team still cur-rent in England.

ictor Moore and Emma Littlefield were at the Colonial, N. Y., with 'Change Your Act,' their old standby.

Ernesti Myers, at the Shubert Crescent, rooklyn made em gasp at what there was of her costumes, but burley troupe now in stock there but burley troupe now in stoc would laugh at her modesty.

Charles King was teamed with Lila Rhodes in a skit at the River-side. Got over well enough, but skit was light.

Drive on o get all theatres using Local 306 projectionists to show a sign to that effect. To offset the new noire union.

Film theatre biz around N. Y. was the worst in five years. Even Chap-lin's new 'Idle Class' failed to draw because it was being shown simul-taneously in most theatres.

Kansas City picture
had to obtain a special permit for
any interpolation, singer dancer, etc.
Explained it was to control display
of vicious acts. But a headache.

Tough times had the Shuberts cut-ting down on house staffs and juice for the signs.

Harry Reichenbach had a contract which gave him a percentage on all over \$7,000 the show he was pro-moting look in.

Threat of a general railroad strike had managers figuring on how to get about by truck.

Sells-Floto circus took Buffalo Bill wild west show.

Musicians Local 802 set \$52 as the pay for vaude orchs. Marked down

from \$56.

Shuberts regretti ir policy of forming revues by injecting girl lines into standard acts. acts could be better by themselves.

Saranac Lake

Elaine Bricknell, who mastered a

Elaine Bricknell, who mastered a serious op, at 150 River street.

Bill Mulligan and Harry Livingston (Capitol theatre) were Camp Intermission'ed by Mother Morris; Harry Livingston does plenty for the welfare of all the showfolks up here. Hotel Saranac, first band booked for zero months, is Bryce Lavigne's. Chance's, the only opposition spot, has Eddie Toparr's band.

Bill Robertson, goes to N. Y. for that third stage of the rib op. He's holding up oke.
Tommy Vicks and Russ Kelly, two downtown ozoners who are doing extra well, matched for spelling bee, with Vicks, out-spelling Kelly five to one. Kelly's first flop was Musso-line.

Dr. Albert Cornell, NVA medico, winning over the patients by adding bridge between 'cure' periods. Herman LaVine here for monthly

lookover. Frank Curran and Frank Kaiser leaving for Miami for the freezing

months.

When the NVA Sanatorium is renamed and dedicated Will Rogers' Memorial Hospital in the near future, town will make it a holiday.

Write to these that you know that are sick th Saranac and

Coronation Dance

Renee and Tony De Marco, dancers at the Plaza hotel, N. Y., have received word that an original ball-room number, which they submitted to the committee here for the Coronation ceremonies in London, has been accepted. The De Marcos dance is to be performed privately before the big wigs as a social event. Subsequently it will be shown i newsreel shots during festivities in England.



Lillian BERNARD and Flo HENRIE

The Female Van and Schenck Now CLUB ALABAM, Chicago

Thanks to JACK HYLTON For Solid Booking in Englan Till April, 1937

JOHNNY

SIDNEY FISHER THEIR (Formerly at 29, Wardour Street) is Now Located at More Commodiou Premises at

75/77, Shaftesbury Avenue PICCADILLY, LONDON, ENG.

DOLLY KAY ROYALE FROLICS CHICAGO

FAVORITE

CHEZ PAREE

Delaware

CHICAGO

COOKIE ERS

THE STRAIGHT LACED CLOWN

HELD OVER SECOND WEEK (OCT. 16) ROXY, NEW YORK

DIRECTION, Phil Offin, Simon Agency

A Page Out of Old Vaudeville

By Joe Laurie, Jr.

man of dat.

on you.

C: Yeh? Well,

No right off.

S: Yeh? See dat fist, Midnight?

When I hit the side of yo' face wid it you're going to see down your back widout turnin' yo' haid.

C: Is dat so? See dat foot? Once tkicks you'wid dat, every time you sit down you'll leave a Tootprint.

S: Boy, if you does dat I'll hit you so hard on yo' haid I'll break both your ankles.

your ankles.

C: Last man tried dat on me ran
so fast his coattails were standin'
straight out and his vest pocket

so last his coatails, were standin's traight out and his vest pocket dipped sand.

S. Now, listen, boy; we shouldn't argify like dis. We mustn't forget we is old war buddies.

C: You was but old windjammer in yo' outfit.

S: Is dat so? Say, Bi Mouth, I wuz a better bugler dan you wuz.

C: How do you make dat out?

: Cause when I blew Reveille the dead started puttin' on their shoes.

C: Boy, dat's nothin' When I stuck my horn to my face and blowed SOUPY; de cooks had to cover de strawberries to keep dem from kicki' de whipped cream outta de dishes.

SHOW BIZ LEGION POST

STARTED IN CLEVELAND

elected commander.

Only thing holding up the new thestrical club delay in getting
charter; and members transfers.

Since it's not permissible to belong
to two Legion Posts at the same-time,
members ill have to resign from
one to join the new organization.

June Carr is replacing dance te of Ernard Bros. and Duval Sisters

Speciale Adding Acts

Cleveland,

DOUBLE BLACKFACE ACT

: Is dat a fact? S: Yes, Did de Ringli rother Music plays 'Nobody' as both enter wearily...one tall, lanky ' igger' type and the other small, dumy 'nigger' type....who acts as comedian while other acts straight man. Straight man enters ahead of come-

Come on ... Come on ... How much further we got to

S: Ten miles. C: Ten miles?

S Man nothin'... only

wants to tell you dis, if you was as short as me and I was as tall as you, you'd be wrong as hell.

S: Listen, baboon. Don't ify wid me. 'Cause 1-2-3-4 I'll hop right S: Man, nounin ... only
five miles apiece.
You know dat argument wit dat
man tired me all out.
S: You shouldn't have sed dat, No,

C: I didn't sed nothin'.
S: Yes, you did. When dat man asked you what your nationality was, what did you say?
C: What did I sed?

C: What did I sed?
S: You said you were Republican.
C: Well, I AM Republican.
C: Well, I AM Republican.
S: I knows dat, but he didn't want to know your RELIGION.
C: Well, I felt.
T didn't know what he was talkin' about.
S: Sick from what?
C: From eating too much water-melon.

nelon.
S: Man, there ain't no sech thing as
Nigger,

TOO much watermelon, Nigger, you ai got enough stomach, dat's all. I was ith my gal.

You mean Sadie? Yeh—Sadie. That black gal.

She is black, ain't she?
I'll say she's black.

stands beside you, you look like
oftle of milk. a bottle of milk.

C: She's a swell gal.. She calls me her chocalate.

her chocalate,
Say, if you're chocalate,
Insist be licorice,
C: She sent me a letter...here it
is. (Takes out letter and reads it).
What you doi '? You can't

what you takin man; sure I can read.
S: Then read it to me.
C: Well, I can't read typewritten.
S: Why, dat's the easiest kind.
What kind ob writin kin you read?
C: I kin. only read lead pencil writin. I only went to lead pencil school.

writh"...1 only went to lead pencil school.
S: I'll see if you'k! (Looks at paper.) What letter is dat?
C: Why, dat's a capital 7.
S: Why, that's an L... You're holdit upside down.
Is dat a fact? Well, all I kin is numbers on dice.
You is jes plai
Cain't spell or noth!
Uho sez I kain't spell?
I sez you kain't spell?

Who sez I kain't spell?
I sez you kain't spell. How do
you spell io?
C: Dat's easy.
S: Well, if it's so easy, come on and
spell it. Spell Ohio.
C: O-H:(10-Ohio.
S: Say, where you ing most
of your time?
C: Eh?

where you spend most of your ime? Where do you hang around? C: Do you mean where I'm generally at?

S: Yes.

ally at?

S: Yes.
C: The jail.
S: You ought to be i
C: How come?
S: I saw you knock that man down, nod when he was down you blackened both his eyes. The devil must have put dat in yo' head.
C: The devil might have put it in my head to knock him down, but dose black eyes were my own ideas.
S: You keep doi 'dat stuff and you'll end by being electrocutioned.
What's dat?
Don't you know what electrocu-

Don't you know what electrocu-

'specs it's better dan

angin'. Spees it's better dan angin'. Spees it's better dan spees it's better dan speed and speed and speed and speed and speed and speed and speed angine it's constant and speed and speed and speed angine it's speed and speed and speed and speed angine it's speed and speed angine it's speed and speed and speed angine it's speed and speed angine it's s

of Ermard Bros, and Duval' Sisters, who were in original-show for three months. Andrine Bros, added, Unit now consists of Tom Flynn's band, Paul. Sydell's dog act, four other acts and line of 20.

After jumping to Portsmouth, for three days, Folies' opens tomorrow (22) at Fairbanks in Springfield, O., for another three days, New acts joi ing it at Fort Wayne, Ind., on Nov. 1 for first full week's ru. Fee:'e Simon of New York and Ed Morse of Chicago to trip to Portsmouth to give it a once-over.

I'se in show business.
Is dat a fact? What you do?
I is the head man.
The head man?

The head man?
Sure. Did you ever hear of the s Minstrels? I was the head

Al Donahue Opening **Book's Second Room** Detroit Oct. 20.

45

With Al Donahue's band, Book-Cadillac hotel opens its new nitery the Book Casino, Friday (23).

ue mook Casino, Friday (23).

Spot, formerly known as the
Venetian Room, will give hotel two
niteries, the other being the Mayfair, recently redubbed Esquire
Room. Did you ever hear of rothers? I was de head man of dat.
C: Sure enough?
S: Yes, Ever hear of Adam and Eve?
C: Yeh, but you weren't HEAD MAN OF DAT.
S: Listen, Nigger; don't contradict me. When I say I'm right I'm right, an' don't forget it.
C: All right, Black Cloud, but I wants to tell you dis it you was a

Statler hotel understood to be readying new nitery on Washington boulevard.

Harry Kannen's \$100,000 Loss on Morgan's Nitery

It cost Harry Kannen, known on Broadway, and owner of a chain of gas filling stations, over \$100,000 to set Helen Morgan up in the luxurious House of Morgan, Kannen (or as he is also known. Cannon) testified before Referee Oscar W. Ehrhorn in connection

N. Y. supreme ight club which filed a bankruptcy petition in March after being open less than five months. The voluntary petition tered by Hark, Inc., under which name the club operated, listed its liabilities at \$79,885, and assets at \$12,000. Of the latter amount \$1,200 is due the club. "tabs."

is due the club. 'tabs.'
Following the filing of the petition, application was made for reorganization under Section '77b of the bankruipte act, but when no plan was submitted, Judge Alfred C. Coxe appointed David M. Schwartz, 26l Broadway, as trustee. The latter is now endeavoring to untangle the finances of the night club and to liquidate what assets remain. No schedule the dishes.

(Finish with Straight Man playing harmonice and Comic dancing, in which Straight Man joins in last eight bars.) (NOTE: A single number of Bert Williams POKER GAME can be used in middle of act by Comic.)

No schedule it is alleged, owe the night club money has as yet been filed. Sophie Tucker was brought into the hearing as having run up a food bill of \$72 during the brief time she was entertai ing at the place at \$2,500 a week. Soph had followed Miss Morgan as entertainer after the latter had left to a citure in Hollywood. Miss Morgan's weekly stipend was \$1,500 in the place named for her. Miss Tucker was followed by Lillian Roth, at \$1,000 a week, and the latter in turn was replaced by June Knight, at the same salary.

Besides Kannen sinking a pile in No schedule

Besides Kannen sinking a pile in he venture, Murray Geller, theat-ical shoe dealer, also for bout \$25,000.

Cleveland,
Variety Post the American
Legi the first club of its kind organized exclusively for show people,
gets under way next month. Principal forces behind the project are
Howard Roth, booker of Paramount
exchange here, and John Himmelstein, its branch manager.
Both are Variety Club members
who or inated idea while hosting
former war buddies during recent
American Legion conyention. Stagehands and musicians who served in
Big Push also to be eligible.
With 25 charter members signed,
Himmelstei is calling the post's
initial banquet-meeting on Oct, 30 to
elect officers. Chances, are ColHarry Long. Usision manager of
Loew's locally, who was ith the
32d Division over there, ill be
elected commander. about \$25,000.

Kannen testified that Lee Shubert,
Joe Moss and himself had formed a
corporation, Mocan, Inc. had
leased the Winter Garden, where
Miss Morgan was to be installed, but
later Shubert reneged on the plan
to convert the Winter Garden into a
cabaret-restaurant and bought out
Moss and Cannon for \$5,000, calling
off the deal.

Samuel Newfield, attorney for the trustee, expects to have Miss Tucker trustee, expects to have Miss Tucker-and others as witnesses when the hearing is resumed on Oct. 30. The attorney also intends to reveal the names of those who are claimed to be in debt to the club, via the table Among the latter list are said to be names of people prominent on Brucker is currently at the Grosvenor House, London, and is booked there until the first of the year.] House, London, and is booke until the first of the year.]

After 'Folies' Breakin ALL-VAUDE LAYOUT FOR CHICAGO NITERY eveland, Oct. 20. Mi Speciale's road unit his Folies de Nuit revue from the Great Lakes Expo had first try-out at Madison in Mansfield. O., but is bolsting the cast for follow vaude

show open new floor show open will be an all-vaude bill comprising standard acts exclusively. William Morris office

set 1.

Acts will include Dolly Kaye, Sid
Tomac, Recse Bros. Woods and Bray
and Helen Shaw.

MILLS' TEXAS BRANCH

Irving Mills opened a branch of-fice in Dallas this week. He stopped off in Texas on way to Holly-

Office being handled by C.
Buckner, J. M. and Larry
Azarki,

TRUCE BUT NO DEAL YET IN PHILLY STRIFE

Philadelphi

Musicians' Local 77 is meeting late today (Tuesday) to decide whether to resume picketing of Warner ros. theatres si icketing will be against regimi

resum icketing will be against.
Warner nabe houses especially those near.
Musicians started picketing down-town Warner, houses Thursday (15), with particularly heavy forces outside the Earle and Fox, two houses which formerly had bands and stage which formerly had bands and stage shows. Picketing continued better part of the day, and then came Mayor Wilson's: request to the two sides that they form a five-day truce during which further meetings and conferences should be held. Reports of settlement have been rife, but none of them proved of-ficial, with musicians individually claiming the pickets will start again as soon as truce period is over.

as soon as truce period is over.

See Politico Angle in Lid Being On in Texas

Galveston, Oct.

The ' ' seems to be on in Texas and with election primaries over, and over, and democratic ticket assured, no one knows exactly why. One theory is that quite a bit of gambling house money was used against the incumbent state administration in the primary, and that no quarter will be given or taken from now The state public safety commission, which the famous Texas Rangers are now a part, it is generally understood, has ordered thumbs down.

At any rate, Galveston, for the

numbs down.
At any rate, Galveston, for the first time in years and without any spectacular raids or action is tight as a drum. Slot and marble machines, however. operating un-

WHO's Barner

Dies Moines, Oct. 20.
WHO, 'Barn Dance Frolic' goes on
the road Oct. 27 under management
of Emmett Lockard with Publix and
Tri-States theatres. Opens at the
Roxy, Bethany, Mo., and has bookings through December.

Burt's Booking Job

icago, Oct.
Glenn Burt joins the Sligh &
Tyrrell agency here as head of the
vaude department.
Burt is setting up a general vaude
booking office to service vaude theatres in the middle west.

Kramer, Jeannie Team

Dave Kramer, partner of the late Jack Boyle, has teamed up with Jeannie in a new. Jeannie is a temme midget, also standard in vaude.

POLICE FROWN ON GERBER'S **UNIT: TROY**

Troy, N. Y.,

Police censorship was clamped on stage production in Troy by Mayor Atkinson, following complaints from pupils of the Catholic Central High School that Alex Gerber's Centenpupils of the Catholic Central High School that Alex Gerber's 'Centen-nial Revue', tab show at Proctor's, was immoral. Mayor Atlainson or-dered a representative of the De-partment of Public Safety to be present at all show openings and if there is a repetition of certain im-moral acts, the license of the of-fending theatre will be summarily revoked.

It started with itorial blast in the official newspaper of the Albany Catholic Diocese, lowed by complaint to Mayor At-

nson. 'Centennial Revue' advertised

'Centennial Revue' advertised dari daners direct from the Texas Centennial.' Complaints were the nudies were too much and that certain lines were dirty. An editorial in the Evangelist started the crusade that closed burlesque in Albany year ago. Police raided the Capitol, managed by William Rowland, and herded the girls to the police station.

GENE DENNIS, V'HERBERG SECRETLY WED IN PARIS

Los Angeles, Oct. 20.

Mother of Gene Dennis, stage psychi for past 13 years, gave out statement that her daughter was married in Parls more than a year ago to John yon Herberg. Seattle theater operator. She explained that "filtriage was kept seret because of her daughter's professional career. Civil ceremony was later performed in Portland, Miss Dennis will retire from stage and make her home i Seattle.

Units' Click May Keep Vaude in Springfield

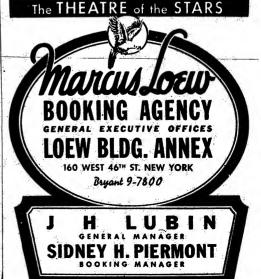
Unit policy is clicking in Spring-field, Mass., to such an extent that Paramount may institute steady stage show policy in the town. Next show booked for the town is Norman Carrolls' Mardi Gras Revue, week of Oct, 22. It's a full-

week stand.

Last season the house played stage shows five and six weeks apart, with double features at other times.

CARDINI IN DET.

ini opens at the Detroit Ath-letic Club, Detroit, Dec. 3, topping the floor show there. William Morris office agented.



STATE. N. Y.

With 'Great Ziegteld' (Metro) here for its second pop price Broadway date, and run pop price Broadway date, and run pop price Broadway was to hold the stage show down to one verse and two nip-ups. The problem was solved by booking in and shaving down a band unit, for the time couldn't hold a four or five-act vaudeyille bill, a four or five-act vaudeyille bill, a four or five-act bill couldn't cut far enough, and less than four acts would look skimpy.

ses than four acts would look skimpy.

Unit is the all-colored Lucky Millinder Blue Rhythm band show, and it's doubtful that the booking office could have made a better selection. It's 25 minutes of zip.

To keep within the running time Friday, there were no encores or hows, and with so many clicks on the bill, practically every number stepped into applause still ringing for the preceding one. Millinder unit has haved around long enough to

bill, practically every number stepped into applause still ringing for the preceding one. Millinder unit has played around long enough to know its stuff, particularly its best items, which were about the only the stuff, particularly its best items, which were about the only the stuff, and furious swing crew, with the leader a pleasant, clean-cut and showman-like fellow. The specialties are by Dick Richards, barione with a splendid voice; Edith Wilson, who sings 'em hot, and Pops and Louis and the stuff of t

ALHAMBRA, PARIS

Albambra's offering this trip is the weakest yet seen this season, despite some excellent acts toppod, by Ray Ventura and his pop French orchestra. Americans are as prominent as ever, with Girsy Nina catching the best-hand.

tra. Americans are as prominent as ever, with Gipps Nina catching the best hand.

Alhambra Beauties open, to give way to Iris Silburn, blonde and supple contortionist, who collects the best of medium returns from an expenditure of the second of the secon

Short as it is, Billy Branch and o.' Apache tumbling and knite-trowing act does well to close the st half.

throwing act does well to close the first half.

Three Billmorettes are slow with their opening soft shoe number, but finish well with a routine they do with a jumping rope.

Bridge of French terme, singer Durdas are French terme, singer Durdas are french to wice, is next, and well-liked, for her, offering of songs. Gives way to Ray Ventura.

Customers keet recalling this jazz orchestra, which deserved the good and it garnered. Brass is exceptionally good, and, is helped by a good singer and some enjoyable comedy action the part of different members.

members.

Gaussmith Brothers with their two
Goss close. Billed in a truth spot
after the band, they are well-liked,
undoubtedly helped by the marked
contrast they present to the orchestra.

contrast they present tra: Serge Glykson, new pit leader, re-placing Fred Mele, Hugo.

ORIENTAL, CHI

ORIENTAL, CHI
icago, Oct. 17.

Rather weak vaude line-up here
currently, adding up to nothing in
particular, 12 old-fashioned, and
the empty, pews during the last show
Fray indicated that the public was
the property of the last show
Fray indicated that the public was
the property of the property of the last show
Fray indicated that the public was
the property of the property of the show started
off on the right foot with an exerlent dancing and tumbling turnmixed with some knokeout
hoofing, comedy. Boys make a
bang-up appearance and then proceed to come through with some
genuine precision work on their tappers, winding up with a comedpoers, winding up with a comedbooking and hoofing sequence that is
a great blow-off, Gregory and Raymond, dancers, are standard but no
sock with their novelty musical
tricks of getting melodies out of
wacuum cleaners, balloons, inner

tube and finally the theremin. What they have is okay, but lacks that necessary wallop.

Stevens Bros, with their trained bear, are small-timey in every respect. Their's is a sloppy act that is okay for kids out in the nabes, or for one-ring circuses, but not downtown.

or one-ring circuses, but not down-town.

Heading the show are Lee ims and Ilomay Bailey, who come through with their standard pland and vocal turn. Good enough, Punchy and full of genuine variety entertainment is Ross Wisse, 27, and his femme partner, After year in vaude, Wysse has the districted of the content of the

Wintergarten, Berlin

Berlin, Oct. 9.

Wintergarten, Berlin, Oct. 9.

Flying trapeze acts are always a sensition at the Wintergarten, especial and the sensition at the Wintergarten makes it possible to put up the rigging along-side of the audience, right over their heads, while the Seala, which is following suit with a reported booking of the Flying Concellos, must fix the act.

Codomas here, in big type, are one of the most popular acts of the type in show big. It's a pleasure to hear the yokels taking a live interest and twists. With Altredo no longer in the acts of the type in the winter of the sealar with the name of his successor, Clayton Beehee, Boy makes a fine appearance and does the triple in excellent hape, never missing to return to his trap with a twist Girl in place of Vera is blonde Rose Sullivan, and she is likewise a brilliant performer. There are 10 other acts on the bill, at least half of tem small time.

Smoll and Coney open, boy and if the place of the place

angle.

First plays three different-sized accordeons, first being so large that he hides completely behind it. A nice musical act though a bit born by too much playing of straight

nice musical act though a bat boring by too much playing of straight tunes.

Tat and Lex, acrobatic tap dancers, boy and girl, just fair, poor comedy attempts of the man not helping any. Deluca Sisters, two blondes, officing and the straight of the man not helping any. Deluca Sisters, two blondes, officing straight of the man not helping any. Deluca Sisters, two blondes, officing straight of the straight of the

ST. LOUIS, ST. L.

Plenty of variety and no dull gots in current stage show here. Community sing, engineered by Freddy Mack, mc, could be improved, however, as lyrics thrown against venetian blind which covers back of stage are pretty hard. Mack sets pretty fast pace for his community song fest and it's pretty tough going for even rapid readers.

Show opens with Roxvetts

and procedure. Makes to be the season of the control of the line help bring on a smart and colorful Dutch routine that gets ome applause and then some of the line help bring on accourtement for Wolford's pets. a collection of performing dachshunds that click.

Sock of the show is Frankie Brown, a 5-year-old boy who is due to join Babes in Arms on road with the season of the control of the show is pranting at customers with bugle calls rendition of Hinkey Dinkey Parley Vows and a couple of pops. His handling of the corner is remarkable, ing his age.

Roxyettes come on for a precision routine in tails and silk hats and sore. They retire for the Randalls, ballroom dancers, who also return later for a fast-stepping rhumba. Silm Timblin, here for one week on way to Coast, follows the community sing. Does swell blackface working nicely with Randalls in rhumba routine, bri show to satisfactory close.

Screen offers Ramona (20th-Pox) (2d run).

EMBASSY

(NEWSREELS)

Paramount leads with 11 clips this week, Universal pushing over 10, Fox 9, Pathe 7 and Hearst 5. Three of the Hearst contributions are topicals; a champ cow at the Dallas livestock show, a rodeo parade of the same expo's wild west show and the annual turkey clip, pretty much one shot at Roosevelt in Denver. At show caught only two Landon sup-

snow caught only two Landon Supporters made themselves heard, and
the F.D.R. contingent wasn't hot
either.

State of the Alhambra from
Mond Paramount shows a demonstration for Span in Mostow, Fascistist riot in London (Par), turning on
the power from Boulder Dam in Los
Angeles (Par), some distant, but interesting, views of the Roosevelt
Auto race. (Par), the tossing overboard of a bot of slot machines condemned by N. Y. City and the artivat of Chassada fascillator of the
training of the state of the conbassador mikes a few words, but the
Cardinal shuns the ribbon.

Pope is shown blessing the crowd
on his return to the Vatican and the
new U. S. Ambassador to France
Bullitt, speaks with brevity and
without benefit of backgrounding.
Universal puts John D. Rockefeller
on the training the shown of the
Hearst reel plays up its girl reporter
on her globe circling jaunt but
ignores the others. It also shows the,
departure of the Hindenberg for its
last trip of the season.

Old time picture stars face the
camera again, this time in a wellstaged bit by Universal showing
the star of the season.

Old time picture stars face the
camera again, this time in a wellstaged bit by Universal showing
the star of the season.

Old time picture stars face the
camera again, this time in a wellstaged bit by Universal showing
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Drury Lane, Louisville

istered for the most applause of the bill. Out fars for some chythen steeping with A is some chythen steeping with A is some chythen steeping with the action of the steeping out the following the stagic practing, and top off, with a clever Apache dance, with each dishing out the rough and ready brand of hair pulling, choid and general mayhemistic behavior.

Closer brings on Hong Kong boys, three Chinese who play guitar, banjo, and bull fiddle. The boys turn out some fast rhythm tunes, while one lad essays a song in Chinese. Later one of the boys gives a Bing Crosby imitation in pidgin English. Fair.

Folicy is for some steep with the control of the control o

HIPP, BALTIMORE

Baltimore Oct 16 Sum total impression of this week's stage show at conclusion of its 50 mi last Friday afternoon wasn't precisely devastating. Layout is very poor; routining is rough and the bad features retard, if not defeat, the road ones. he good ones.

Don Bestor's band (12) was set

sometime ; also a dance team, Mauri and Norva. Then Sarah Churchill and Vic Oliver were spotted. Thought was that this act would rocket biz at the theatre. Reverse seemed true on opening day, however.

makes for rather langided show, and another act could have been used. Bestor band starts off been used. Bestor band starts off working before best set Hipp has shown in some time. Orchestra, with its stylized sweet music, has always been liked here. Gets sturdy support for the stylized sweet music, but and guitarist Russell Moss, who wallop their specialty bits.

On twice for hoofing routines of the ballroom sort the team of the ballroom and Norva; man isn't very graceful; and routines certainly aren't pristine.

Tower to hoome routines of the ballroom sort the team of Maurine and Norva; man isn't very men of the team of Maurine and Norva; man isn't very men of the team of Maurine and Norva; man isn't very men of the team of the te

MOGADOR, PARIS

MOGADOR, PARIS

Parls, Oct.

From the angles of diversity, highcaliber and audience interest, this
opening bill of the Mogador as a
music hall under the direction of
Teddy Ehrenthal is one of the best
seen in Paris this season. And to
the Americans goes the credit for
furnishing a good amount of this,
with Lucile-Page billed as top-liner
and Joe Jackson turnishing the other
side of the diversity. Offering is
made up of 44 acts furnishing a sufheart of the diversity. Offering is
made up of 44 acts furnishing as using
the diversity. Offering is
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batter to drop on his feet. Wen acceived. Bry. French singer, doles out imitations of Portuguese and Italians singing in French.

Le Club des Chimpanzes 1936, three monkeys and one dog, put through some paces by Charles Judge and a woman assistant. Monkeys ride bicycles, catch a ball and dance in routine, but catch best laughs when they try to climb the drop curtains.

in routine, but catch best laughs when they try to climb the drop curtains.

Three separate acts are worked into the South American Sketch then offered. Nati Morales. Spanish dancer, and her two guitar players glean the best of this. Morales does two Spanish numbers for good returns but the guitarjist get a cold response when they offer muthout the property of the state of the state with the Hermanos williams, two men, Latter play guitars while the man sings, followed by a rhumba number by the femmes.

Joe Jackson still gets tangled in the curtains to enter and just as well liked as ever. His is the kind of comedy that is understood and liked in the state of the same as ever, but they still so well.

French sketch, a farcical court comedy, with Duvalles, Armand Durville, Pauline Carton and Palau and Ebstein, opens the second bracket. Simple plot revolves around Duvalles getting into the wrong courtroom as a witness and ending up by being sentenced himself. Light, easybothe emerical ment.

The tristic bules number to execute the first of her two dances for the best returns of the day. She has lost, nothing of her suppleness, grace and precision.

Andre Burdion, tenor of the Opera Comique, appears to please with two

processing or ner suppleases, grace and precision. Burdion, tenbr of the Opera Comique, appears to please with two selections while. Dave Seed, Jack Janis and Lillian White complete the two offerings between Miss Page's numbers. Latter of the two grabs fair results with a slick, typical. American comedy, some of which is missed by the French audience because it is too American and some of which is furnished because their French carries such a heavy English accent.

which is turnised prench carries such a heavy English accent.

Tenench carries such a heavy English accent.

Classification of the control of

Drury Lane, Louisville.

Vaudeville makes it's advent into this burg again, this advent into this burg again, this was all and after). House seats 1,099 and has been the scene of a Saturday might broadcast for a local browery during it after). House seats 1,099 and has been the scene of a Saturday might broadcast for a local browery during. Hacking the venture is Fred Hur, who purveyed stock burley at the Gayety until that house burned down last spring. Those has and sate staffed with practically the same personnel that served at the strip tesse headquarters.

A cand lo plint line. Band is local seven-piece combo, spotted upstage and opens the show with an overture featured comic-in the burley company. Burns introes Zeller and Wilburn, male and femme, who juggles and does hats. Pair evidenced s-lack seven-piece combo, spotted upstage and opens the show with an overture featured comic-in the burley company. Burns introes Zeller and Wilburn, male and femme, who juggles and does hats. Pair evidenced s-lack seven-piece combo, spotted upstages and opens the show with an overture featured comic-in the burley company. Burns introes Zeller and Wilburn, male and femme, who juggles and does hats. Pair evidenced s-lack seven-piece combo, spotted upstages and opens the show with a more proposed to the same plant of the stock of the same introes and opens the show with a company. Burns introes Zeller and Wilburn, male and femme, who juggles and does hats. Pair evidenced s-lack seven pieces and general company. Burns introes Zeller and Wilburn and the stock of the same interesting to manipulate the sky pieces. Male gets some laughs with the help of patrons in the front rows, and first on the bill of the patrons of the same interesting to the patrons of the

Variety Bills

NEXT WEEK (OCT. 23) THIS WEEK (OCT. 16)

Numerals in connection with bills below indicate openi whether full split week

RKO

BOSTON eitis's (22)
Morton Downey
Frank Conville
Petch & Denuvil
Lime 3

Lime 3
(15)
Frontier Fulles
Ken Maynard
Hudson Wonders,
Frank Baby
Stewart & Martin
Reynolds & White
CHICAGO

CHICAGO
(23)

Folle Parislenne
(18)

Virginia Bacon Co
Lucky Boys
Ann Sothern
Johnny Perkins
Salici Puppeis

Loew

NEW YORK CITY
State (23)
Allen & Kont 4
Red Donohue Co.
Leo Wiley
Frank Libuse
Ore Grand 22
Grand 23
Palerme's Co.
Lillian Barnes
Stöne & Lee
Harry Rose
Lama, KEON
Loewie (23)
Glorified, Follies

PHILADELPHIA
Niton-Grand (23)
Lucky Millinder Bu
Pops & Louie
WASHINGTON
Capitol (23)
Elital Ballet
Ettel Sheppar
5 Elitel Sheppar
6 Ettel Sheppar
Catt Bron & B
WORLESTER
WORLESTER WORCESTER Elm St. (23) Patterson's Co

Hudson Wonders.
Buster Shaver Co
Buddy Doyle
Barto & Mann
Llora Hoffman
MONTREAL
Loew's (23)

Shea's Hipp (23) H'woul Holel

(10) Ina R Hutton Orc Hill Powers Turda 2 Morgie Pal

DR. JULIAN SIEGEL

Paramount Bldg., 1501 Bway., ults 203 - Telephone CHickering 4-5097

Paramount

NEW YORK CITY
Faramoust (21)
Ordel Tucas Ore
Hora Vestor
Form Vestor
Frank Judnick
BONTON
Metropolitan (23)
8 Graces
Dick Don & D
Harriet Hoctor
Morton Bowe
3 Speeds

"Hard Time" Burton SPRINGFIELD "uramount (23) Currolls Mard! Gras TORONTO

Dalsy
CHICAGO
Chicago (23)
Dave Apollon Co
DALLAS
Majestia (23)
Weaver Bros & E Weaver Bros & I DETROIT Michigan (23) Juggling Jewels

Warner

MEADING
Astor (19)
conatella Bros &
trooks & Philson
tres & Arno
sen Yost Singers
WASHINGTON
Earle (23)
DeCardos

Independent

CHICAGO
State Lake (24
Gyrals
atsy Kane
merald, Sls
lyde, Hager
elia & Rauells
amperti

Downtown (23)
Lillian St Leon Co
Fid Gordon
Angus & Searle
Ray & Halvison
3 St John Bros

INDIANAPOITS

MATHER (29)

Shooling, High
Slate Bros
Gene, Sheldum
Dorlis Rhodes
Ruth Pryor
Staniloff,
Paul White
Bebe Bart Co.
Kannan (17)
Janes Evens Co.
Wolf & Kaufman

CLAPTON
TO EILIOTIS
TEILIOTIS
TO EILIOTIS

London

Week of Oct. 19 CHELSEA Prilare Marray Slowart Bobby Howell Bd CLAPTON Rink

Canterbury Ameringy

Jist half (19-21)

Dorson & Forke

Zd half (22-24)

Fasco & Dorothy

Dominian

Murray Stawart

Bohly Howell Fd

New Vletdria

Jilly Conton Bit

Mix Miller

Frakson

Hal Yates

Marex Liyen

Bame

Esine
Maurice
BRIXTON
Astoria
Mrs. J. Lilton d
CHADWELL, H'TH
Falace
Irgiolans
asu & Yuri

Doreen Castelli & Yorke KILBUKN Grange

CINCINNATI
Relace (23)
Major Bowes Co
Folle Parlienne
CLEVELAND
Palace (23)
Cuban F(16)
Major Bowes Co
MINNEAPTEL
HAPTEL & Shaw
Keve Evene Co
LOCHEMECTAIN
Keith's (22-24)
Major Bowes Bo
Merry Go Round
Art Frank eno & June LEWISHAM

Musette Ort Inlace
Musette Ort TONE
LEYTONE
Fred Phyllis
Geddes Bros
Harry Hensley
NEW CROSS
Kinemu
Harvard Boys
PECKHAM
Palace
Harvard Boys

ILFORD Super Anna Rogers Vine Moore & N 19LINGTON Blue Hall 1st half (19-21) Pasco & Dorothy Andy Andrews 2d half (22-24) Doreen

SHEPHRIP'S BUSH Troise Mandellers STAMEORIE SIAMEORIE Sin Dig Scholars STATFORD Broudway Anna Rogers Vine, More & N. STREATHAM Astoria Tolletsen

Tolletsen
Palace
Rawicz & Landau

WALTHAMSTOW Grinada George McKenzle Louis Alinaer Eddle Pola Co Jewell & Warriss Elnest Shannon

Dominion
Lipton's Debs
Mons Grey
KINGSTON
Emulre

Monn. Grey

M. Grey

M. Grey

M. Grey

M. Grey

Max Amiller

Ower McGiveney

Grey

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Palace
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Pegleg Bates
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Ritz

of October

Carl Earlburg

Will Glaba Ore

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2 Ciliforitis

Rita Mercelet

2 Harrux

Hans Schmidt

Aunt Lens

Carl Bernit

Flers

Carl Bernit

Flers

Smoll & Conny

Thelier, St.

4 Falms

Smoll & Conny

Thelier, St.

Example Brach

Palor

Example Brach

Carl Bernit

Example Brach

Carl Edward

Ont Every

Enmy Hilz

Albrins Sig

Ont Every

Emmy Hilz

Albrins Sig

Walter Albrins

Walter Albri

Charles and a control of the control

Germany

Month of October

Provincial

Week of Oct. 19 Terry's Juveniles
Gotton Ray Girls
HASTINGS
PLACE
PLACE
CIR Martoll
Louiss & Dogs
HORSHAM
Capital
Herschol-Heniere
HOUSLOW
Lighton Debs

ABERDEEN
Tivoil
Allen Bros & June
ALDERSHOT
Hippodrome Hippodrome
Murray & Mooney
Stanley Tonl Mae 4
Scott Sanders
Deveen NY Blondes
Kingsley & Forde
Du-Roy Sis
El Granadas

Granadas
BRADFORD
New Victoria
to 3
Edmund Boys
Ive Wadsworth
CARDIFF
Capitol
Schips Johnson Buldel

S'kehips Journal Valaida CASTLEFORD Royal

Royal
Carmo
Sands & Sonia
Dwyer & Dwyer
Lynton 2
Kadex 4 CLAPHAM

Grand
Bennett & McN
Maurice Lyttleton
Lipton's Debs.
Mone Grey

Mantice Lyttleton Lipton's Debs. Mons Grey Laftyn's Debs. Mons Grey Laftyn's Debs. Mons Grey Laftyn's Laftyn's

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Granada
RWICZ & Dandai
TOTTENHAM
Palace Ellis

GOERLITZ
GOURLITZ
FANGE
GOURLITZ
GOURLI

Claudia Alba
Fred Burtoni
Angela Gornadi
Angela Gornadi
Mms Parapsyche
Theo Kiehle
Will Hochmann
ESSEN
Alcusar
Anne von Hof
Linne Eggerth
2 Harnenis
2 Hogges
2 Leposas
Red Mephisie

Red Mepnis-Fama Fred vom Hof Kurt Stolzenfel Casanova

Plerre Blaaw
Anita Spada
Pong
I & V Seroff
Jonny Walker
Jonny Walker
Heliy Schrodere
FRANKFET-MAI
Schumon
Alfred Oswald
Cus Erpap
Jamella Helindet
Erich Campen
J Aswald
Cortti

& Poc. 2 Steffems Aitani Marfr-Br

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Baretty
2 Walkings
Dakota

Centrama 2 Rollwinds 2 Karras Aqua Fredy Rolf 4 Weltons Grita-Gellin Maurice & May 4 Polls Emmy & Louis 3 Franklins **Cabarets**

NEW YORK CITY

REW
Belly Byant
Gordoy By
Lou Hand
Lou Hand
Hery White
Joseph E. Ho
Arthur, Behlm
Bill Lorraine
Bill Furnian
Eihel Gilbert
Frank Russell
Boh Bigelow
Larry Lee
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French

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Harry Richman
Jack, Waldron
Iris Adriun
Nina Olivette
Murray & King
Edna Sedgewick
Joan Merrill
Lydo Sue
Marion Martin
Det Casino
Archle Bleyer Orc
Archle Bleyer Orc

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Vincent Lopez Orc
Baron & Blair
Fred Lowery
Gloria Whitney
Stanley Worth
Robert Lytel

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ilotel Commodore
Mal Haltett Orc.
Emily Van Loesen
Paul Duke
Paul Gordon
Maurine & Nova
Hotel Ediso

Bubby Hayes Orc Gypsy Lee Raiph Torres Jane Daver Lou Valers otel Elysre Chic Farmer Joe Moss Orc

Commat
Jan Garber re
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(lounge)
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We Knight
We Robert Club
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G Rennle & Debutanter, Ore
John Core
John Hatel Fifth Ave Howard Lally Ore Hatel Gavernar Clinta

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Benny Goodman Pd
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Commando Ore
Hotel Reservett
Giny Lombardo Ore
Hotel Ritis-Carlton
Arman Yockes- Oro
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Hugo Mariani Orc
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Charlie Wright
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Benny Fields
Margaret Adams
Gall Gall
Meadawhrook Boy
Clemente Bd Kretcii Sinteon Karavaeff Dorle Birso Yllena Gabrielle Michael Michon Nadla A Stryanovsky Mischu S. Baytnovsky Nicholas Mattley (Village Burn
Larry McMahon
Milt Mann Oro
Serrannos
Helene Miller
Ruskin & Norma
Wayne Kennon
Zeb Carver Co

Vogue Gordon Davis Mary Roan Jimmle Lee Kearns & Reed Le Mirage Fleurette Ray O'Hara Oro

Ray O'Hara Oro
La
Toseph Zarour
Sid Tuscher
Hugo Pedullo
Eddle Davis Orc
4 Dandles
Lean &
Eddle Davis Red McKenzie Bd Frances Faye Floria Vestoff Henry Ydungman Johnny & George Dolores McKay

LOS ANGELES

Tommy liey
Jane Jones
Little Club
Jane Jones
Gladys Bagwell
Helen Wainer
Jeanne Keller
Melody Grill

Bruz letch Charles Morris Beverty Wilalire Ruch Röbin Lerry, Lee. Ore Billismre Bavi). Moore & Revel Crane 3 Rillis, Lewin, & Ash Harry, Foster Red Hurper Toy Rodges naced throny tiper Ore Charles Carter Blue. Room Melody Grin Charles Bourne Omar's Dome Ann Darrar Kathleen Iller Galante & Leonardo Kearney Walfon Or Pacific Sunset Club

Blue Room
LaFayette & LaV
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Jimmy Bittick Ore
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Harvey & Wainer
Jack Clawson Orc
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Lily Gibson Charita Alden Lonnie McIntire O

Pat O'Shea Berbice Turringion Beverly Keene Warner Sis Leona Rice Agnes Johnson Bob Lighiner Ord

Trucadero Phil Ohnian Orc Georgie Tappis U-Gene's Barbara Tony Ya

CHICAGO

Roma Vioc B & R Am rose Lonis Prima Orc

Jimmi Elllun Erazee Réadinger Betty Bruc Henry Busse Orc

Clu Alabam Virginia James Rife Button Beinard & Henry

Millicent Art Williams Or

Delores Buddy Lesler Bobble Mathls Selly Joyce Adelina Dossena Jerry Glidden Occ

Colony Cin
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Fat O'Malley
Ruy Cumpbell
Gower Gene
Dick Jurgens Ore
del Regewater
(Marine Room)
Gro. Isen Ore
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Rodrigo & Francise
Chus Carrer
Harriett Smith; Gis.

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Bob McGrew Orc
Hutel Morrison
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J & E Torrence
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Arturo & Evelyn Buddy Ralph Stan Carler Stan Carter
Yacht Club
Keller Sia & L
Johnny Wells
Jerry & Turk
June St. Clair
Pauf Oisen
Nine Rinaide Ore

885 Club Carroll & Gorman Marle Alvarez Belva White Susana Cantu Ramon Prias

PHILADELPHIA

Anchorge Inn
Milton Kellem Oro
Arcadla Int'l
Ben Bernle Oro
4 Playboys
Plorence & Alvare:
Mildred Monson Mildred Monson
Bellevue-Stratford
(Planet Boom)
Meyer Davis Oro
Ben Francis Hotel
(Georgian Room)
Moe. Jaffe Oro

Juan Hope George Ull Eminasty Club Jaret Read Jerry, Blundrad Jerry, Hope Grace Manner Fank, Palaimhe's Ann. Rush Bank, Palaimhe's Grace Manner, Fang, Per Jundrad Kinghat Ore, Vanter'in, Rush Jerry, Pelulas Rush Bank, Palaimhe's Rush Jerry, Pelulas Rush Bank, Palaimhe's Pelulas Rush Jerry, Pelulas Rush Bank, Palaimhe's Pelulas Rush Jerry, Pelulas Rush Bank, Palaimhe's Pelulas Rush Jerry, Rush Jerry,

Olive White Selbys Mirror Little-Rathskeller Eddie White Giddys Harvey Mand O'Malley Giggle & Alvarado Jack Griffin Orc Suez & Mein Mile, Ruleana Open Boor Cafe Victor Hugo Ore

Carinel
Pierre's
Pat Sheviln Orc
Bill Burcaw
Alma, & Rowland
Helen Dayle
Midred King
Bitz-Cariten
(Crystal Room)
Van Layle Orc Van Levis Orc Russian In Gypsy Orc Sanson Hous Noe Jaffe Oro
Benny the Bum's
Jerry Aller Ole
Louis He Book
Delity Mollinson
Jocates
Ches Michaed
Johny Graft Oro
Don Nichols 4
Sally Winston
Dot Sperling
Helen Benton
Helen Benton

Sympy Orc.
Summer Moune
Irwin Leonard Orc.
Silver Lake Ins.
(Clementon)
Mickey Pamilant OrBeth Challin
Byrnes & Swanson
1214 Syrace
Freddle Parelss Orc.
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Korktown Tavers

Schools Want Cash

exchange of conversation between the two major webs. Out of this talk comes the understandi that both webs will lay off that particular gridiron aggregation.

Situation which nettled Columbi especially developed the week before last. CBS wanted to pick up the Ohio State-Nobraska clash and it wasn't until the night before the game that Ohi State's authorities advised the network that the fee for the privilege would be \$500. CBS argued that it had never paid any-body for such rights before and that it wasn't going to establish a precedent in this case. When Ohio State refused to budge from its demand, the network dropped the event from its schedule and instead broadcast the Fordham-SMU meet.

MULTIPLE 'CAN'T HAPPEN' PERFORMANCES DUE NEXT WEEK-MUCH TEMPERAMENT

Sinclair Lewis Almost Withdrew Play After Stenographer's Error Tipped 'Cross' - Maybe 15 Companies, Maybe 26

Presentation of 'It Can't Happen Here' next Tuesday (27) in all sections of the country is the major effort of the Works Progress Admin istration's theatre, project. Every regional director is concentrating on the play, showing of which is de-signed, it is understood, to aid the federal administration's presidential

federal administration's presidential campaign.

At one time during the dramatization of the Sinclair Lewis book, the author was on the verge of withdrawing it, after interference from the WPA. Book and play aim to show what might happen it a dictator ruled America. Lewis had Huey Long in mind when he wrote the story, dated to Long's murder.

the story, dated to Longsmurder.

John C. (Jack) Moffitt, who worked on the adaptation with Lewis, came from Hollywood on a leave of absence from Faramount for the collaboration. First draft of the script was written by them at Lewis elaborate summer place in Vermont, where temperamental outbreaks were interruptions, but the due continued to place the story in dramatic form, later quartering in New York hotel.

Revisions

Revisions

Reported that Hallie Flanagan, national director of the Federal Thetare Project, disliked the first act as originally submitted and she is said to have told Moffitt to do the rewriting on his awas, At the time he and Lewis were not speaking. Lewis also was revising the script.

Separately, both sent their revised work to the WPA for typewriting and a stenographer placed a scene written by Moffitt in Lewis script.

Separately, both sent their revised work to the WPA for typewriting and a stenographer placed a scene written by Moffitt in Lewis script by error. Lewis, upon finding out what it was all about, threatened to withdraw the play completely.

Lewis sought to discover how the cross' came about and interrogated his agents, Ann Watkins and Pat Horne and the completed script was placed in the character of the was the was placed in the casting of the company which was placed in carring to be bored by rehearsal details.

Royalties

Royalties Will be halved between Royalties will be halved between Lewis and Moffit, regardless of the script mixup, at the rate of \$50 weekly per show, Mumber of Carri Happen' shows will probably not be certain until after the open. In one department of the relief show project it is stated that is companies will be tops. Another announces 20 presentations in 20 can with 500 actors, stagers, scenic artists and stagehands working on the four companies slated for New York.

Not unusual for the WPA to change plans, but 'Can't Happen' is supposed to open at the same time in the metropolis and outside. In points stated, be Chicago, Angeles, Seattle, San Bernardi Leveland, Detroit, Denver Birminghem, New Haven, Manchester, 'N. H. sew Orleans, Raletgh, Indianapolis, New York, Boston, Tampa, West Palm Beach, San Antonio and Yonkers.

Springfield Rewarded

Springfield, O.,

Springfield, O.

So successful was the presentation of James 'Kirkwood in 'Mulatto' at the Fairbanks theatre last week, 90% of the house being sold out, that George Bauer, manager, has booked in the following shows: To-bacco Road.' Boy Meets Girl' and George White's 'Scandals.'

Bauer amounces also that he is

Bauer announces also that he is booking several big units.

Fred Ziemer Injured Buffalo.

Fred Ziemer, Erlanger treasurer and local box-office man for over 25 years, is at the General Hospital with fractures of both legs.
Sustained the injutries when he fell down a flight of stairs at the Erlanger theatra.

Heavy Advance

WPA has been selling large blocks of tickets in advance for the Adelphi company, N. Y., of the Carl Happen Here' to va-rious organizations and tickets will be difficult to obtain for the first several weeks. It believed that some of these tickets will reach the hands of speculators and criticism probably inevitable, General in-terest. In the sinclair Lewis, story is figured to attract the general public.

general public.

Block or party sales
the rate of 35c per ticket,
ular price being 55c, Even,
the bargain rate the advance
topped \$6,000 early this week.

EQUITY'S NEW CONTRACT READY

Equity's new contract has been finally and definitely adopted and will be issued to managers in about two weeks, along with a booklet of rules. New forms will be simplified and contingent on the rules. New contract is not retroactive. Several suggestions by the managers, to whom the contract was recently tendered for suggestions, were accepted in part.

cepted in part.

New contract may or may not be permanent, Equity reservi the right to insert changes from time to time, but there are no ical changes contemplated, such as disturbed managers for the past two seasons.

turbed managers for the past two seasons.
There is no indication that Equity is ready to enter into a term agreement with managers. Shownen sought such an agreement last season, but have apparently forgotten the matter.

New contract has been years in the making. Policy changes of Equity, such as rehearsal pay, hours of rehearsal and minimum salaries for seniors and juniors, accounted for frequent revisions.

irmingham, Oct. 20. Theatre, scheduled its fall season last the opening until

ONE-ACT THEATRE

Actor Proposes European Idea for a Broadway Try

Eugene Endrey, Hungarian actor i the cast of forthcomi "Forbidden Melody," wants to bring a one-act theatre on the style of several in Europe to Broadway. Cornel Wilde, actor-linguist with the 'Daughters of Atreus' company, has already translated seven one-acters and one Magyar song into English for the proposed theatre.
Endrey will fashion his idea atter the Nagy Endre cabaret in Budapest. Cabaret has ifferent meaning there, being a one-act theatre with an m.c. or song between each play.

Dock Street Theatre Restoration Halted: WPA Coin Used Up

With Colm.

Work on the Dock Street Theatre project at Charleston has been halted temporarily, pending the securing of more funds for completion of the work. Mayor Burnet R. Maybank said that he had received assurance from WPA officials in Columbia that speedy action will be taken to secure additional funds.

Malcolm C. Miller, regional WPA director, informed Mayor Maybank that the allotment will receive his approval and that of Marvin Porter, regional WPA engineer.

Douglas D. Ellington, architect under whose general supervision the project is being carried out, went over details of the work with Porter. Project already has, cost \$250,000. Originally, it was to have included restoration of the Planters Hotel, but this phase has been abandoned.

New Lambs Slate

Home is chairman of Robert L. Hague is chairman of the Lambs Gambol, to be held at the Waldorf-Astoria Dec. 5. He has scheduled a number of luncheon get-togethers with the committee of ar-

togethers with the committee of arrangements.

William Gaxton was elected Shepherd of the club last week, other officers being J. Cuppia, treasurer; Fred Waring, boy; Dr. M. S. Taylor, corresponding secretary; Raymond Peck, recording secretary; Earl Benham, libraria were: A. O. Brown, Pat O'Brien, J. C. Powell, Hiram Bloomingdale, James E. Meighan, Al Ochs Leonard Liebli

Bacon Coming Back

Gerald Bacon will again produce on Broadway, after being out of the managerial field for the past six

managerial
years.
Currently Bacon is campaign manager for Frederick E. Greenman
Republican candidate for Congress
17th district. of New York.

Ban of Negro WPA Play Has Loop In Turmoil; 'Happen' Also Worries

Chicago, Oct. 20,
WPA federal theatre group
is in a jam on the Negro production
of 'Hymn to the Sun,' which was
killed a few minutes before its opening by Robert Dunham, chief of the
Illinois WPA.
When Dunham forbade the opening, George Kondolf, local WPA federal director, stated, that
would open a few days later, in spite
of Dunham's objections. Kondolf
reversed himself, however, and it
now appears that the show will not
go on, despite several weeks of rehearsals.

izing its friends around asking them send wires of protest
to Dunham and ask him to per it
the play to go ahead.

Detetions?
Only lifty that now seems

Only

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When Dunham forbade the opensing George Kondolf, local WPA fedieral director, stated, that show would open a few days later, in spite of Dunham's objections. Kondon's reversed himself, however, and it now appears that the show will not go on, despite several weeks of rehearsals.

Paul Green play has been labeled ville and treasonable, and it was the proposal to produce this play that allegedly caused the resignation of Fritz Blocki as press chief for the Federal Theatre here.

Meanwhile, the local Council for Freedom from Censorship has entered the lists and has been circulariant way ban it.

Inside Stuff--Legit

New season has witnessed more plays written by actors than heretotore noticed. Some have not been so good, two having already opened and closed. One was 'Stork Mad,' a collaboration by Lynn Root, who was the cast, the other having been 'Lend Me Your Ears,' by Phil Wood, who is now rehearsing in 'Sweet River.'

'Ten Million Ghosts,' which opens at the St. James Friday (23), is by Sidney Kingsley, formerly on the stage. Two current actor-authored plays from England are 'Night Must Fall,' by Enlyn Williams, and 'Love From a Stranger,' by Frank Vosper-each topping their respective casts. Holding over from last season is 'Three Men On a Horse' by Cecil Holm, also of the stage. Coming is a new play by Clifford Odets for the Group Theatre. He is of the acting group and occasionally makes appearances. Also, 'Tonight at 8:30,' by and with Noel Coward. And 'Stage Door' is due this week by George S. Kaufman, who thinks he acted professionally a couple of times.

Unusual setting i Iron Men, presented at the Longacre, N. Y., Monday (19) by Norman Bel Geddes, is a skyscraper under construction. Derrick lifts steel girders into position, one of the most unusual effects in seasons. Some of the beams are stenciled 'Bethlehem' and it is understood the steel works are paying the manager for the ad. First time for an industry such as that to be concerned with plays of show business. A Kreuger beer tieup also figures in one of the sets, but that's a cuffo arranged by George Brown of the Biow agency (for Krueger) with Nick Holde, g.m. for Bel Geddes.

There are many lights to obtain effects. Geddes using both front.

Geddes.

There are many lights to obtain effects. Geddes using both front upper boxes for lamps, mounted on uprights. Something like 30 lights in the boxes alone.

Current road tour of 'The Great Waltz' routes the operetta into many one and two-day stands and, consequently, the show carries one sleepi car to enable the mechanical crew to get some sleep during jumps.

Takes seven hours to ismantle the show and haul it over to the baggage cars (seven 72-footers), and as long again to set it up at the next town. This means the 13 men carried by 'Waltz' to attend to mechanics of the operetta get no chance to sleep save when aboard the train during periods when the one-niters come in a successive string.

Alexander, who caught the eye of the critics with his enactment of the Greek wrestler in 'Swing Your Lady,' which opened at the Booth, N. Y., Sunday (18), is no newcomer. He is a Shakespearean actor and most of his appearances were on the road. Alexander is married to Genevieve Hamper, widow of Robert B. Mantel.

Alexander was in the original 'Lady' cast and has been waiting for its presentation since its try-out, early last winter.

Eugene O'Neill was in town Monday (19) for a brief stay before going to the northwest, where he will reside for an extended stay. Locale of his octology is laid in the Idahos and surrounding hill country, and he's going to write the next series out there.

Dramatist has been in Georgia, but is putting his retreat up for sale. Many of his past plays were written down there.

Officials of the N. Y. Edison Co, have partly lifted the title of last season legit hit for speedy reference to an event in that outfit's business. Since date of the accident at the main plant, which occurred last winter, leaving half of the town and plenty of theatres dark for hours, employees, for brevity, refer to it as 'The night of January 15.'

New York branch of London's Gilbert and Sullivan Society has been formed. It has no connection with other G. & S. groups but membership is composed of enthusiasts having withdrawn from the several Savoyard organizations.

Buying Parts in Little Theatre Troupes Has Equity Upset Agam

Pittsburgh Playhouse Puts in Equity Actors

ittsburgh, Oct. the

Pittsburgh signed four-Miriam Brassler Peter Joray and Nell Harrison, as the nucleus of

company for 1936-'37. Quartet already on hand is

1936-37. Quartet already on hand is rehears; Russet Mantle, which opens Nov. 10. ther actors will be recruited from local semi-pro-ranks, with of-thempaid to play, as against merely expense coin last year. Playhouse plans to do five or six shows, at the same time lifting the two-week run limit in effect last season. This season plays will run as long as they can, with each definitely set for at least one month. Herbert V. Gellendre is back again as director, with William irse as business manager. Playhouse is going academic i. all departments this year, also, with courses every branch of the theatre all comers. Helen Donnelly, it p.a., is handling publicity.

COLLEGE PLAY

Charlotte, . C., Oct. 20 Charlotte, C., Oct. 20.
Every Guildfordi , play written
by Philip W. Furnas, professor of
English at Guilford college, was presented at the college as a special feature of the celebration marking the102d anniversary of Guilford's charter, Professor Furnas directed.
Based on observations, Every
Guilfordian presents a portrayal of
two typical students going through
various experiences in college life.
Comedy scenes of college life alternate with serious drama.

menaces to the

is further ti

stamp out evasions and violations of its rules ing such ments. Latest order to the

theatre

where most of the trouble appears to be, calls for checking all names of players in little theatre shows

players in little theatre shows.

Appears that a number of Equityites have changed their names for
little theatre appearances, made
without compensation on the chance
they will be caught by a studio scout.
Such players insist they must be
seen, whereas Equity declares that
minimum salaries must be paid (\$40
weekly). weekly). Practice which Equity also has

weekly).

Practice which Equity also has turned thumbs down on is the selling of parts by little theatre people to actors. It was exposed by the Screen Actors' Guild, when one Coast company's contract stipulated that the player must pay \$35 for the privilege of appearing in a part, Contract calling for the coin sets up the claim that it is a loan and that the \$35 represents 8% of the production cost. Money is supposed to be repaid the actor, contingent on the sale of tickets, actor not to receive more than the amount paid. If the money is supposed to be repaid the actor, contingent on the sale, it is to remain on deposit as a guarantee of the actor's faithful pearance at all rehearsals and performances (seven nights). If walking out the actor gets no turn.

Salline of parts is not confined to

Selling of parts is not confined to

the Coast. Recently an aspiring actress called at the Equity offices asking advice. She explained that for \$200 she would be permitted to appear in a little theatre stock for four or five weeks. She id she would be better off if forgetting the proposition.

50-WEEK AMENDMENT I

Broadway Watching Realty Boom But Little Bidding Is Reported ITS REFERENDUM

An upward swing theatre realty is being closely watched along roadway, where half the legit theatres are bank-owned and operated. Banks secured the properties through foreclosures and are figured willing to sell for the price of the mortgages. To date-the bidding, such as it has been under those levels.

One bid for the Selwyn for \$450,000 was rejected less than two years ago, but recently the property's price was fixed at \$700,000. Drydock Savings Bank, which owns the Selwyn, New Amsterdam and National, declined to unload. Offers lease several bank-owned houses were met with proposals to rent for only limited periods, banking people apparently wanting to be in the position to sell if and when the bidding is acceptable.

Recently the Biltmore theatre was sold under foreclosure, deal being

tion to sell if and when the bidding is acceptable.

Recently the Biltmore theatre was sold under foreclosure, deal being between the Chanin interests and Arthur Hershkowitz, representing the Continental Trust Co. Latter represented the bondholders, while the Chanins operated the theatre for them. It has been occupied for the past year by the WPA. Law firm of Hershkowitz, Kaufman and Magidson declined to disclose for whom they were acting, first named stating the Biltmore purchase was a personal deal. It is again reported, however, that Warners are the new owners. Chanins merely disposed of their equity, Foreclosure is understood to have been forced under the rule that when 661-3 per cent of the bond-holders are agreed on disposal of properties the others cannot hold up the sale.

Treasurers Club Will Have New Prez. First Time in Sixteen Years

For the first time i years, the Treasurers Club, composed of New York legit box-office men, may have a new president. Allen Schnebbe, treasurer of the Lyceum, has been nominated for the post, which Harry Nelmes held continuously over the long stretch. Election will be held next month.

next month.

Schnebbe at first declined the nomination but was drafted by the committee. For vice-president it named Saul Abraham to succeed Lep Solomon, formerly of the Music Box. He resigned from the Hippodrome last week.

For the next war or so Welman

last week.

For the past year or so Nelmes has been on the staff of Father Charles E. Coughlin and lately was assigned to the circulation end of the radio priest's weekly. He withdrew as a candidate for election as the club's head. Upon learning that the paper will probably suspend after election. Nelmes is said to have changed his mind the club. Some talk of him an opposition ticket.

Coward at National

Coward at National ight at 8:30, Noel Coward's riset of playlets, some with music, will be spotted at the National, N. Y., after preliminary dates out of town. Booking was made prior to the opening there "White Man,' which Sam Byrd presented Saturday night (17), arrangement being that the latter could move to another theatre any time he so elected. Understood that Coward shows will have a \$4.40 top admission scale, actor-manager setti stop limit of \$18,000 weekly. ight will be scaled at \$11 top.

Brown the Winnah

That Mason rown (Post) has the bi head among N. Y. drama critics was revealed last following the presentation of a new style gun-metal opera hat to a dozen-first nighters through an ad agency. Brown wears a 7%.

John Chapman (News) and a columnist are tied for second place with 7/4.

TURNEY'S FANCY 'ATREUS' TERMS

One of the most unusual play-wright-producer contracts is that for the production of 'Daughters of Atreus,' current at the '44th St. the-atre, New York. ite the fact that Robert Turney, 22-year-old writer, has never before had a play produced, he insisted, and got, terms such as few major playwrights are accorded.

produced, he insisted, and got, terms such as faw major playwrights are accorded.

One of the terms calls for a minimum three-week production. Also-according to various inserts, he was permitted final word on casting, supervision, direction, etc. Several of these provisos are contained in the new producer-playwright contract, but the Turney pact was negotiated by Sanford Greenburgher, agent, prior to its passage last year.

Delos Chappell, producer, is a former Denver moneyed man and wentheavily on the nut for the show. He paid Turney a weekly stipend for the past year or so, rather than a flat advance (usually only \$500) and ordered massive sets. Understood he put up the coi imself. Prevalent story on roadway that Eleonora Mendelssohn, featured in the cast, also put up some coin, is denied.

Miss Mendelssohn makes her debut in the play. She is a daughter of Berlin bankers and has played over there but is not exactly a refugee, despite the fact she has not appeared in Germany since the /entry of the Hitter regime. Mendelssohn family while Jewish, is understood to have continued in the Berlin banking business to, date.

continued in the Berlin banking busi-

continued in the Berlin banking business to date.

Theatre Guild optioned the play twice, paying Turney both times, but gave it up after a year because of a iculty of casting, Chappell picking it up pronto. Turney was an office boy for Greenburgher, his agent, while he wrote the play.

Actors Dinner Club Disbands on B'way; Stage Relief Sticks

Reli continues to function, having a number of Broadway Sunday night legit performances slated in its benefit but the Actors Dinner Club has disbanded. Latter operated for about three years, providing free meals for needy professionals. It was a depression activity, and other relief agencies, ing the WPA, made the club's continuance a doubtful necessity.

Cash on hand was distributed, \$1,550 to the Stage Relief, \$1,000, to the Actors Fund and \$100 to the Troupers Club, ilar organization, which has been serving meals to needy stage-hands. continues

Stevenson in Buffalo Buffalo, Oct.

Brown-Shipman Play
Under Red Lights' is a new play
which Jack Curtis will do. It's by
Beth Brown and Sam Shipman.
Dorothy Hall will probably do the
lead and Louis Calhern is another
cast possibility.
Play is said to have a Lucky
Luciana trial angle.

Buffalo, Oct.
Robert Stevenson succeeds Charles
Otto as manager of the Erlanger.
Stevenson recently was at the
Goldman and before that the Majestead and Mansfield, New York. He
handled the, Kondolf-Folmer stock
at Rochester and summer stock at
Red Bank, Asbury Park and BrighLuciana trial angle.

EQUITY PASSES

Actors Must Have 50 Weeks Experience Now Before Admitted to Senior Stand-- Makes It Tougher for Youngsters

VAST IMPLICATIONS

Unusual proceedings for Equity's council marked its session Tuesday (20). Decided a special meeting of that body would be held next Monday (26) to discuss plans for benefiting the legit stage. Particular emphasis will be placed on road conditions. Result of the huddle will be transmitted to the managers and dramatist with idea of steaming up a three-way ference.

rom now on all newcomers to the legit stage, regardless of age, will be required to have 50 weeks of playing experience before becoming acceptable to senior standing in Equity. This was voted in Monday (19), when an Equity constitutional amendment was adopted by referendum.

Two year junior membership rule, required hepetafore for senior rating, is automatically out. It may take double that time, if not more, to attain senior standing now, depending on engagements sectured, although rehearsals are included in playing time. rom now on all newcomers to the

Amendment was controversial within Equity and was oppose't by the younger group, which banded together under the title of the Actors Forum, but apparently isbanded last season when several resolutions sponsored by it were voted down by undeniable majoriti It was the contention of this younger element that some managers favored engaging junior players because the minimum salary is \$25 as against \$40 for seniors. Amendment was controversial

Limited in

Limited in.

Although Equity leaders not subscribe to that belief, the group won out part'ally, a rule being adopted limiting casts in the matter of juniors; managers being permitted to engage not more than two lower bracket people for every 10 players in any one show. Exceptions are made for plays in which kids are used.

im any one show. Exceptions are made for plays in which kids are used.

However, the matter goes further than this and the amendment was backed heartily by the admi istration. Latter figured that, as the so-called radical element is composed of comparatively young players, the group would materially be strengt ended by rapic addition of juniors againg into the senior classification. It was, not in much the difference calary minimums as the vote which seniors have, but which not permitted juniors. Association's current leaders contend that players should have experience before being allowed the sam tandi as seasoned memicra. They came around to the notion less ceason when one mer (Earl Carroll) demanded an interpretation of the rule—what constituted two years of membership. Did that mean two years of actual playing, or what? Manager raised the issue for nother reason, the matter of the \$25 weekly salary being involved. He got nowhere, yet Eouity, upon further consideration, decided that the constitution should amended to clear the issue.

constitution should amended to clear the issue.

Arguments

New order was voted in heavily, but up to last week there was long argument at the council meeting as to whether a simple majority was alequate. Lawyers were brought i and it was their opinion that the latter was correct, according to the rules.

Two-thirds rule applies only to gen
(Continued on page 64)

(Continued on page 64)

'The Barrymores Don't Read Mail,' Is Explanation of Lionel's Equity Suspension; Alice Brady to Fight

George M. Cohan is contemplating trip to the Orient, Says he wants to look some juggli acts because vaudeville may come back.

And dumb acts will be in de-

MUSIC FIGHT

No new contract agreement be-ween managers and musicians in lew York has been reached. Local

tween managers and musicians in New York has been reached. Local 802 of the Federation of Musicians demands that musical shows shall have not less than 16 men in the pit, managers refusing to enter into such a contract.

So far all musicals have orchestras larger than the union's minimum. Situation will be allowed to stay as-is but, if any musical opens with less than 16 in the pit, there is sure to be a contest.

Theatre League, which re-elected i officers last week, stated for the managers that the lesser number of musical show productions within the past several seasons was traceable to such costs or discourage production is not in line with managerial ideas, which is the reason for insisting that no limit be placed on the size of orchestras.

Johnson's Musical Show May Be Junior Laemmle's Legit Debut

lbert Johnson, scenic designer, has left the production staff of Radio City Music Hall. Y, to concentrate on his forthcoming musical tentatively titled 'Panorama,' which will do in conjunction with John Murray Anderson. Production will be a book-show covering U. S. history for a span of 150 years. Ca.l Læminle, Jr. may bow in as legit producer for this.

Idea is Johnson's which he has ketched out in detail form, and now needs working over by authors and song-writers. Popular libe paramount.

Show is planned as a spectacle to bow in late this season. It will require a large cast, and scope of story involved means unusual ing. Anderson, now i London working for C. B. Cochran, it has around the holidays to begin work on the show.

around the non-usy.

Before exiting from the Music Hall, Johnson completed a presentation, Wheels, which will be given directly. H was with this theatre directly. H for over

second from branch from incente
Minnelli being In between Johnson is designing sets for
Chester Erski 'Satyr.' incente

CRITICS CIRCLE ADDS WATTS AND GILBERT

Critics Circle, composed of drama reviewers in New York, has elected to membership Richard Watts. Jr., who succeeded the late Percy Ham-mond on the N. Y. Herald Tribune, and Douglas Gilbert, who followed Robert Garland on the World-Tele-

, later being spotted on the N. Y.

Cohan's Reason

George M. Cohan is contemplating trip to the Orient, says he wants to look come juggli acts because mand.

And dumb acts will be in demand.

USIC FIGHT

STATUS QUO

To new contract agreement beneated the managers and musicians in we york has been reached. Local of the Federation of Musicians mands that musical shows shall be not less than 16 men in the pit, there were production with a mangers and musical opens is larger than the union's minim. Situation will be allowed to yo as is but, if any musical opens in less than 16 in the pit, there is surer to be a contest. The stree League, which re-elected officers last week, stated for the major than the union's minim. Situation will be allowed to grain the pit, there is stered to see a contest. The stree League, which re-elected officers last week, stated for the major that the lesser number of iscal show productions within the st several seasons was traceable to the production costs. To add to check the production costs are contest. The street League, which re-elected officers last week, stated for the major than the union's minimum. Situation will be allowed to you as is but, if any musical opens the less than 16 in the pit, there were production of the costs of contest. The street League, which re-elected officers last week, stated for the major that the lesser number of sical show productions within the st several seasons was traceable to the costs or discourage production not in line with managerial ideas, limit be placed on the size of chestras.

Those suspended along with 23 others by Equity frez, was the explanation given to Lionel Barrymore and aware of having been suspensed along with 23 others by Equity for failure to Lionel Barrymore and aware of the two organizations, legit b

Those suspended in addition to Barrymore: Alice Brady, Eric Li den, Elizabeth Allen, Jack Oakie, Ian Keith, Robert Warwick, Ceell Cunningham. Rosalind Russell, Dorothy Lee, Nat Pendleton, Arthur Aylesworth, Roy D'Arcy, DeWitt C. Jenni, Edwin Maxwell, James Burtis, Al Hill, Harvey Clarke, James MacDonald, Lucien Littlefield, Marion Shilling, William V. Mong, Harry Worth and Frank Sully. Jennings joined the Guild immeditely after learning of the Equity council's suspension order.

Alice Brady's View

Hollywood, Oct. 20.

Alice Brady, one of 24 screen players ordered suspended by Actors Equity for failure to heed the warning to join the Screen Actors Guild,

ing to join the Sercen Actors Guild, declares she will defy any attempt to force her to join any organization of which she disapproves.

Miss Brady has not yet indicated whether or not she will go into court to fight the Equity suspension. Only other local actor coming under the Equity suspension to comment on Equity suspension to comment on the ruling is Nat Pendleton, who the ruling is Nat Pendleton, who will be know of no connection between Equity and the Guild and was not aware he had been vited to join the latter group.

Reg Toomey as Charlie Washburn's Alter Ego?

Hollywood, Oct

egis Toomey draws the Icc Juliana Morgan's comedy for way, Il Editions. Play is about a circus stunt rider who turns press arent, said to be the biography Charles Washburn, Broadway p. who authored.

Kath. Hepburn Due

Katharine Hepburn reports to the Theatre Guild, N. Y., on Nov. to start rehearsals 'Jane Eyre.' Casting is still being done for this period piece.

Six-week tryout session out of town before the Broadway premiers.

Plays On Broadway

TOVARICH

Comedy in two acts presented at the tymouth, N. Y. Oct. 13, '20, by (filbert liter; written by Jacques Deal; adapted y Robert E. Sherwood; staged by proceer; 33,30 cm; 33,30 cm

icket brokers have been waiting for Tovarich' to come along. It looks like a cinch for class patronage and the balcony should draw well, too, for the play will probably be a

too, for the play will probably be a vogue.

Play was London's for quite a spell, with Eugenie Leontovich one of the leads. Some misunderstanding about her coming over so Gilbert Miller selected Marta Abba, auburnhaired "Italian actress, to be the Grand Dutchees. Tatania Petrovna, while opposite her is John Halliday as Prince Mikail Alexandrovitch Ouratiff, that part-having been handled by Sir. Cedric Hardwicke in London. Whether the current duo at the Plymouth excels the London settip is a matter of opinion, but this is a corking performance.

Cast is the Important factor in

a corking performance.

Cast is the important factor in making the play stand out and Miller is one manager who has no complaint that all the actors are in Hol-

her is one transage words. The plaint that all the actors are in Hollywood.

Tovarich. Russe name for comrade, is the story of a once royal pair attached to the court of the care now existence in Paris. They can be compared to the play of the current Russian regime.

emissary of the current Russian regime.

There are introduced some of the pretty customs that were native to the White Russians, List of the Health of the H regime.
There are introduced some of the

name, St. Petersburg, out of respect for her.

Cast names include well-knowns such as Ernest Lawford and Frederic Worlock, who have small parts.

Cecil Humphreys as the commissar.

Margaret Dale and Jay Fassett as the Duponts, James E. Truex and Amanda Duff as their maturing offspring, and Barbara Gott as the cook, all help make 'Tovarich' worth while.

cook, all neip mans while.

Miss Abba and Halliday deserve the featuring in the billing. Most of her appearances have been in Italy. She is not regal in appearance, but has a certain chic that the the service of the ce, but has a certain chic that s the part. Halliday has the skill make his characterization posi-e, never letti it down. Thee.

Shows in Rehearsal

'Tonight at 8,30'-Noel Coward. Tonicht at 3.30'—Noel Coward.

'The Show is On'—Shuberts.

'Don' Look Now'—Gustav Blum.

Four to Go'—Joe Byron Totten.

'Green Waters'—Shuberts.

'Prelude to Exile'—Theatre Guild.

Black Limelight'—Bushar and

Tuerk.
'Double Dummy'—Ullman and Hel-

Plumes in the Dust'-Arthur

Sweet Eiver'—George Abbott.
'All Editions'—Juliana Morgan.
'Johnsy Johnson'—Group Theatre.

Daughters of Atreus

Drama taken from Greek legend by Robert Turney, arranged in three acts (six screens), presented by Doiss Chappell at Secreens of the Control of the Control February of the Control of the Control Georgia Control of the Control Johnnan Ross; ataged by Frederic castumes, Connell sets, Jo Miriziner; castumes, August 1987, pp. 1881, pp. 18 Connell' sets, Jo
James Reproids; \$3:3
night0.
Polymnia...
Nepthis...
Nepthis...
Nerissa...
Futerpe...
Thetis...
Fria...
Slaaradis...
Elektra, as child.
Iphegenels...
Klytaimnestra...
Vertigerra.

Source Seems Cart Housers Louis Sunday Annur Saces Cart Housers Louis Goodon Peters, obert Stewart, Vincent Gardner.

Robert Turney, a young man barely in his twenties, is responsible for the writing of this play. It is not going to be a success, being still and 36-37 seasons but Turney's la early of the seems of th

Even in Colleges

Syracuse, Oct. Syracuse, Oct. 20.

Broadway in't alone wat a lack of male leads, Faced with an apparent lack of male tilent, Prof. Sawyer Falk, Syracuse University drama head, has been looking for an all-femme nearly all-femme play for the first Boar's Head production.

tion.
Philip Barry's Spring Dance' and 'American Dream,' George O'Neil script, are being eyed.
Falk had Andre Obey's 'Noah' in rehearsal with a skeleton cast during August but dropped it when the male lead failed to return to college.

return to college.

one, he is lost; the total effect is somewhat little theatreish, in fact. The mass action scenes, especially, are bad,
First act, where Agememuon sends for his wife and daughter in order to allegedly marry the daughter, but actually to offer her in sacrifice, is a peach, ictorially and effectively. From there on, it all dies down and roses to pieces. Story has something to do with that, of course, dealing as murders for revenge, but the thing that the producer and director muffed was realization that it is hard enough to engage an audience of today in the story of ancient Greek legend without handing that audience hurdles. And poor casting and direction are those hurdles. Theatre Guild optioned the play twice and dropped it because it felt in the control of the country of the control of the country of the control of the country o

IRON MEN

. Melodrama in thre	e acts presenten at
Longacie, N. Y., Oct	. 20. '86, by Norman
Hel Geddes: written	by Francis Gallagher;
Joe	Frank Jaquet
Mustord	3.30 top. Frank Jaquet John F. Hamilton
Cook la	rion Stephenson
Seratch	Richard Taber
Andy	William Hande
Nile	Harold Moffet
Puchar	Willam Haade Harold Moffet Josef Draper Dana Hardwick
White.	Dana Mardulek
Mant	Jack Carr
Titlede	Paul Randall
There's	Linesia Wilabout
Tananana Ma	Harris Wishart
Thepronee but	Transa Maria
Skale	Jeanne Marlowe
mrs. murphy	ALV TOTAL
Duten	Fri z Gerlach Kuthleen Filz
Kate	Kumicen Pilz
Plum	Edward V. Bracken Gerald Kent
Prediction	Gerand Kent
Smattens	Harry Horner
Idn	Jolinne Barrie
Manel	Gloria londell
Colling.	(Car) Cleator
Barney	William E. Morris
Tax Driver	r
Smith	Mever Berenson
Kelly	John Quartell

Norman Bel Geddes, specialist in scenic designing, came to attention as a producer last season with Dead End. In this new work he again dislaws high skill in novel stage appurtenances, but the story is not as powerful. Even so, it should get by. Tron Men' is tought drama not as much so as Dead End', still thereprobably will not be any play to nose out. Men' this season. Steel workers are master work-wen in sky-straper construction. They take chances and they play hard, mostly in downing their booze straight. Men' is a man's play and the charceter's seem genuine, with good actors walking the steel beams surefoote.

more girders placed and bolted into

more girders placed and bolted into nosition.

Two-way setting has much to do with the play. Low ceiling barroom is first scene. For the skyscraper skeleton the lower setting is screened off and the bare girders shown. Iron derrick that frequently hauls girders alott is one of the most effective of props. Beams are less so, being of wood painted the usual reddish some striking effects are attained. Cast standouts in addition to Haade are Harold Moffet as Nils, Richard Taber as the smallish but tough Scratch, Clark Twelyetrees as Kid. Josef Draper as Pusher, Edward V. Bracken as the fresh punk, a young plumber. Yale Okun, former professional fighter, is listed as a taxidriver, but the bit may have been eliminated. John F. Hamilton as a bar fly and Frank Jaquet as the bar Pentitine assignments are mostly.

par ny and Frank Jaquet as the bar-keep are okay.

Feminine assignments are mostly bawdy persons who inhabit dives and poorer neighborhoods. But Kathleen Fitz as Nils' young wife does very

Fitz as Nils' young was well.

There is a bawdy story told at the bar and there is cursing, as is to be expected from men of the type, but from Mon' is a vivid performance heightened by varied sound effects.

10ce.

The Laughing Woman

The Laughing Woman

Dramin in two, acts (six scenes), epilor
and prolog by Gordon David. Presented by
James R. Uliman in association with the
James R. Uliman in the
James R. Logs R. Uliman
James R. Uliman In the
James R. Logs R. Uliman
James R. Logs R. Logs
James R. Logs
Jam

with life—no one could with the sort of language the characters are asked to utter.

Based on the life of Henri Gaudier, sculptor, and Sophie Brzesk authoress, the play is a new variation of tax Vie Boheme, with serious thoress, the play is a new variation of tax Vie Boheme, with serious are and the language of the characters are many the language of the characters are many the language of the l atthor, no matter how increased author, no matter how increased and the pollar permitted the blastant errors here. Eleonora Mendelssohn makes her American debut as Kityainnestes her American debut as a pollar debut as the important assignment in a several difficult in d. Names of the character her and the important assignment in a several difficult in d. Names of the character her and the proposed state of the character her and the control of the character her and t

SWING YOUR LADY

SWING YOUR LADY

Tarce in two acis presented at Booth,
withen by Kenyon Melonation Shutteren
Robinson; staged by Bertram Harrison;
SAD ton.

Henry Norett
Popsye Bronsun;
Matt McHingh
Fogsye Bronsun;
Matt McHingh
Fogsye Bronsun;
Matt McHingh
Fogsye Bronsun;
Matt McHingh
Fogsye Bronsun;
John Alexander
Malet
Fogsye Bronsun;
Matt McHingh
Matter
Matt Joe Laurie Jr.
Hope Emerson
Junior Rele Burtla
Fereas Keane
Billio Reddleil,
alter Bairtera
Eddle Hödge
Al Ochs
Fugene Keith
Jack Ive undla
Jack Ive undla
Jack Ive undla
Gladel
Jack Dyrne
Warren Parker
Glaria Doray
Al Bariolot

reaset Man. Warree Pinker Child State of the State of the

FILM VERSION HURTS 'MARIETTA' IN PITTS.

ittsburgh, Oct.

titsburgh, Oct.

Playing to \$2 top last week at the Nixon, the Subsert revival of Yaughty Marietta got around \$9,500, just so-so and considerably under expectations.

Generally believed that recent resiste of the MGM film of the same name cut in severely. Although the production was fresh-lookin and colorful—Pittsburgh was its first week—obvious comparisons with first week—obvious comparisons with the motion picture version worked against it.

Nixon has its third ATS subscrit on play currently. End of Summer.

'Red, Hot, Blue' Big \$21,000 in Hub; 'Boy-Girl' Fair \$9,500, 'Lady' \$13,000

Red, Hot and Blue left town with plenty of blemishes but a swell bo. record. Every performance was practically a sell-out during the 10-day stay here. Word-of-mouth indicates the stars drew 'em-but they didn't get their money's worth. The 10-day stay here word-of-mouth indicates the stars drew 'em-but they didn't get their money's worth. The 10-day here they work the 10-day in the 10-day in

weeks. 'Hamlet' is here for one weekonly.

Nazimova opens tonight in 'Hedda
Gabler' at the Colonial for only five
days. Much interest in the coming
of Noel Coward's series of one-act
plays under the general title 'Tonighi
at 8:30.' Series opens at the Colonial
at 8:30.' Series opens
at Monday 1:40.

The Colonial opens
at Monday 1

week.
WFA opens It Can't Happen Herel
Oct. 27 at the Repertory. Theatre is
now dark. Copley is also dark until
the regular Copley Players' season
opens, probably in November.
The Show is On', new Lillie-Lahr
musical, will open Nov. 5 at the Shubert.

big. Boy Meets Girl' (Plymouth, \$2.75) (2d week). Fair trade on week-ends, but skidding in mid-week, around \$9.500.

\$9,500.

'First Lady' (Shubert; \$2,75) (3d week). Closed Saturday (17) after a satisfactory stay. Final week about \$13,000.

'Come Home to Roost' (Copley, \$2,20) (three days). Folded Wednesday (14) after a disappointing week's tryout here. About \$1,200 for three days.

'SCANDALS' BIG \$25,000, FRISCO

Twelfth edition of George White's Scandals 'oid \$25,000 at the Curran theatre here during its first stanza, which is nice going. Good word-of-mouth is helping advance sale. If the present pace keeps up, the second and final week should be even better. Only one of a control of the control of

Estimates for Last Week

George White's Scandals' (1st week) (1:700; \$3), Howard brothers and Helen Morgan are attracting plenty of attention. Show only plays one matine a week; \$25,000 during first stanza.

(1st week) (1,700; 50c), isappointing at \$2,700.

PANS HOLD 'MULATTO' TO OFF \$7,500, CLEVE

Cleveland, Oct. 20.

'Mulatto' stirred up to of hot controversies here up to of hot domination have up to other up about up and up mark considerably and subscription seats wind up.

San Carlo Opera Auditorium Dolaropera still packing 'expert great great great great your of the packing of the packing about up and the mammoth house as great getawy on the season for fed Crow and the mammoth house as great great your on the season for the Crow and the mammoth house as great greatwy on the season for the Crow and the mammoth of the larger of the packing of the packing of the packing about the packing about the year. Balled subscription seats wind up.

Critics on the there dailies unanimously packing of the packing about the packing of the packing about the year. Ballong mark considerably and subscription seats wind up.

Car

Detroit Starts

Detroit's belated legit season got under way Sunday night (18) with James Kirkwood's 'Mulatto' at the Cass. Seven performances are carded plus two mati at \$2,20 top nights

Cass. Seven performances are carded, plus two mati at \$2.20 top nights.

'Lady Precious Stream' begins a seven-day stand next Sunday (25) at the Cass, at \$2.75 top, to be followed by First Lady.' Katharine Cornell will bring her new show, Wingless Victory' in for a week starting Dec. 14, just prior to Broadway opening on Dec. 23.

Lucal WPA theatre, dark for the past six weeks, returns next Monday (26) at the Lafayette with 'It Can the Cass of th

'PRIDE' \$12,000 SOCK, CHICAGO

icago, Oct.

Single entry last week, Pride and Prejudice, at the Harris, second play the American Theatre Society zoomed far into the forefront of legit grosses, and indicates that it

of legit grosses, and indicates that it will slay several weeks beyond its two-week subscription gallop. Play got great notices from the dailies and received best word-of-mouth comment thus far this season. Showing build-up power, as indicated by steadily climbing advance sales. The steadily climbing advance sales are two shows in town. Dead End' and Vight of Jan 16, have settled down to a steady grind, hovering around the \$10,000 mark, and look to be here for several weeks more.

tied down to a steady grind, hovering around the \$10,000 mark, and look to be here for several weeks Sunday night the Subberts brought another 'Naughty Marietta 'revival into the Grand. Booked for two weeks, but, like its predecessor, 'Blossom Time', it may stay three or more. Next Monday (26) the Erlanger inaugurates its current legit season, with 'End of Summer' as its rist legit play and third on the American Theatre Society season. In November Call it a Day' will arrive at the Grand as the fourth ATS play at the Grand as the fourth ATS play at the Grand as the fourth ATS play at the Grand as the fourth at the houses to present four plays in the space of two months.

WPA has gotten itself jammed up on a proposed Negro show, 'Hymn. to the 'Sun', when 'that show was banned by the higher-ups. Now, working on 'O Say Can You Sing, musical, and 'It Can't Happen Here.' Playwrights theatres brings in a new process of the week. Settling down for a run, and making profits every week at \$9,000 pace.

"Naughty Marletta,' Grand (1.200; \$2,20) (15k week). Opened here Sunday (18) and hopes to repeat fine profits of Blossom Time,' which did three money-making, weeks earlier 'N. Settlow of Jan. 16; Selwyn (1,000; \$2,75) (6th week). Matinees climbing and mean real coin, with the all-ing and mean real

three monoy-making weeks earlier this season.

'Night of Jan. 16,' Selwyn (1,000, 25,75) (5th week). Matinees climbing and mean real coin, with the alliemme jury gag. Better than \$9,500 last week, fine.

'Fride-and-Prejudice,' Harris (1,000, \$2,75) (2d week). Honey of the property of the season than the Box-office withing gas of the season than the box-office withing gas of the season, best start of the year. Building steadily and should bop mark considerably as the cheap subscription seats wind up.

'Other Attractions

San Carlo Opera, Auditorium. Dollar opera still packing 'em, and it makes a great getaway on the season toouse ed Crow and the mammoth toouse ed Crow and the mammoth of the season toouse. 'Call We jerv'. Playwrights.

Newark, Oct. 20.
Independent production of 'Ministro played the Shubert last week to increasing business. Fair start dropped on account of mixed reviews, but word-of-mouth concerning the usual theme brought Jusiness back and the week ended strong with \$7,500'. Shubert is progressing steadily with the public and many benefit nights are being planned for the winter season.

Current attraction is 'Love on the Dole.'

Estimate for Last Week

Dole.' Estimate for Last Week 'Mulatte,' Shubert (1,970; 50-\$1.50).—Strong drama got to its own public and b. o. spurted up to \$7,500.

Best Balto Biz In Years; 'Waltz' \$25,000, 'Door' 11G

Stage Deor. Maryland (1.700): Stage Deor. Maryland (1.700): Stage Stage Deor. Maryland (1.700): Maryland (1.

'Melody' Way Off, \$14,000, Philly;

'Mulatto' \$7,500, Newark White Horse Inn' Sock \$53,500, 'Hamlet' \$15,800; 'Tovarich' Big

Although there has been no rush of socks so far. Broadway is gradually acquiring new money shows. At least four such attractions appear (chintley) it he success class, last eveck seeing one addition and the current premiere card probably uncovering another.

current preniere card probably uncovering another.

Newest incomer with click rating
is "Tovarich," which got \$12,300 in
four performances at the Plymouth.
It is a possible contender for straight
show, money honors, since it can
gross better than \$21,000. Imported
comedy drew the strongest press of
the new season.

Five other entrants week
were: 'And Stars, Remai, which
was trounced by the critics; it got
\$13,000 at the Guild, mostly subscription coin, and chances are not
definite; 'Swing Your Lady, Booth,
soft fair press and may do mother
the council of the council of the council of
Areus, '44th Street: The Lauthing
Woman,' Golden; 'White Man.' National, all unfavorable press and all
doubtful.

White Horse Inn' went to a new
high green.

Woman, Golden; White Man, National, all unfavorable press and all doubtful.

White Horse Inn' went to a new high, gros ing \$53,500 in nine performances and leads the list by a wide margi. Hamlet' got \$15,800 at the Empire on its first only week, not consider the performance of the state of the control of the mew coin getters. This week's touted arrival 'Stage Boor' at the Music Box, Thursday (22) which did very well out of town and commands an unusual advance sale.

This week marks the completion of a year's run of. Dead End at the Blasco, and in the state of the state o

Estimates for Last Week
'And Stars Remain,' Guild (2d
week) (C.914-\$3.30). Press was not
friendly and chances beyond subscription period (five weeks) not
definite, around \$13,000, mostly from

'Day' Very Good on Same Figure

Philadelphia, Oct. 20.

With three houses open for busing the service of two of the points of two of the points of two of two of the points of two of the points of two of two of the points of two of two of two of two of two of two of the points of two of

\$9,000."

*Follies', Winter Garden (resumed Follies', Winter Garden (resumed Garden). (21st week) (R-1,493-\$3.85), such as the control of the

week quoted at \$15,800; upper floors virtually capacity; lower floor fairly good.

'Adio's belight, Shubert (resumed eng.) (23d week) (C-1,337-\$3.30). Front runner of the traight plays and probably will keep that pace throughout the winter, nearly \$23,000 against the seek.

(D-1,019-\$3.30). Presented by Norman Bel Geddes; written by Francis Gallagher; opened Monday night.

'Love from a Stranger, Fulton (4th week) (D-913-\$3.30). Final week; \$6,000 and disappointing; Three Men on a Horse mentioned moving over from the Playhouse.

'Mime Scheller, Ritz (4th week) (D-918-\$3.30). Frison play finished okay last week nearly \$4,500; moves to Ambassadon next finished okay last week nearly \$4,500; moves to Ambassadon next "New Faces," Vanderbilt (23d week) (R-904-\$3.30). Approaching end of engagement; business somewhat improved, with takings around \$6,000; probably better than even break.

break.
Night Must Fall, Barrymore (4th
week) (D-1,000-\$3.30). Agency buy
for eight weeks helping thrill play
from London; approximating \$11,000;
profitable.

yon Your Toes, Imperial (28th week) (M-1,463-\$3.85). Holding to good money, with pace quoted over \$20,000; slated to move to the Majestic soon.

peopunus stated to move to the Majestic soon.

"Fre - Honeymoon," Little (26th week) (C-532-\$3.30). Seems to be spotted right now and date indensity pages are supported around \$6,000, which is profitable both ways.

"Reflected Glory," Morosco (5th week) (D-961-\$3.30). First indications for clicking moderately stitus (but in the support of the suppor

(D-00-8330): Problematical; business about the same, with better than \$7,000, but needs more for even break.

Seen, But Not Heard, 48th St. (6th week) (D-99-85.30). Moved here from Miller of the same than the next month; around \$3,000; cut-rate deal on removal.

Stare Deor, Music Box (1st week) (C-1013-\$3,300; Presented by Sam H. Harris: written by George S. Kaufman and Edna Ferber: fine business out of town; opens Thursday, and the same than the

tour berformances; can top \$21,000-weelv.

Vice Regina, roadhurst (resumed eng.) (34th-weels) (CD-1,110-\$3,20). Wonder draw from last season's crop-continues to clean up, last week was up at \$21,500.

White Horse Inn. Center (4th-weels) (M-3,381-\$3,85), Built steadily during the second full week and sold out Satr-dev ight with an extra matines (Columbus Bay) gross went to \$3,600. Man. National (if week) (D-1,164-\$3,90). Ononed Saturday night; drew weak press and in doubt.

Revivals

D'Oviy Carte Opens Ca. Beek;

D'Oyly Carte Opera Ca. Beck; Princess Ida' last week; one of the G. & S. oncrettas not so well known, but excellent attendance.

WPA
'Injunction Granted,' closed at the

Injunction Granted, closed at the Biltmore.

Help Yourself,
Adolphi.
Noath, Lafavette; little money,
Hierse Eats Hat, Elliott; light,
The Fath of Flowers, Daly's 63d
Street; very little.

Plays Out of Town

HAMLET

HAMLET

(LESLER HOWARD)

Leslie Howard's production, of William Shakespare drama as prepared by Schuyler Howard's production, of William Shakespare drama as prepared by Schuyler Howelman Special Imatic, Virgil Thomason; choreography, Aenes de Mille; settines and coatumes, Stewart Chaney, Af Bouton Continues, Stewart Chaney, Af Bouton Continues, Stewart Chaney, Af Bouton Change Howard Continues, Stewart Chaney, Af Bouton Change and Continues, Stewart Chaney, Wilfird Walter, Guest Gertrude Marry Servois (Host Guest) Adon Barciary Chost Change (Howard Chane) Adon Barciary Change (Howard Chane) Adon Barciary Change (Howard Chane) Adon Change (Howard Chane) Adon Parcial Marcellus Wesley Addy Barnardo John Parcial Marcellus Wesley Addy Barnardo John Parcial Chaney (Howard Chane) Adon Chane (Howard Chane) Adon Change (Howard Chane) Additional Change (Ho Osric Hugh Notice Gentleman Messas Denes, Tanner, Hugh Notice Hayes, Foster, Zwerling, Jones, Tanner, COURT LADIES! Misses Adams, Hill, Sorel, Sylva, Hayne, Schauer, Spingarn, PAGES: Messrs. Francis, Sudano, Claron, Perry, SOLDIERS: Messrs, Blood, Noack, am. Volk, Leonard, Randali,

Soll Dissis. Messas, Blood. Nock, bam, Volk, Leonard, Randall.

Leslie Howard's magnificent production of 'Hamlet' premiered here tonight and will stand comparison with the best of them. It will not only delight Leslie Howard fans and fully satisfy the most critical, seasoned Shakespearean followers, but will doubtless with many new recrues the standard of the same and the same a

Portland Civic Starts

Fortland Civic Starts
Portland Civic Theatre, under the
direction of Gordon Davis, opened
its season of legit with 'Ceiling Zero'
with admish at \$1 top.
Advance bookings for the season
indicate that locally produced legit
is gaining in popularity.

PUNCHES & JUDY

Comedy in three	acts by C. G. Blythe
presented by John	Golden; features Flor
ence Reed: directed	by Joseph O. Kesse
ring. At Bouleval	d, Jackson Height
N. Y. week of Oct.	19, '36; \$1 top. Florence Rec
Judith Farrell	Florence Rec
Father Curran	Lawrence -O'Brie
Stacia Farrell	Phyllis Welc
Mrs. Donald Hammo	ndIvy Troutma
Poppy Kiel Dara	Muriel William
Larry Haney	Erlo Dressie
Policeman	
Swede	roderick Crawtor
Rex Cropin	Carlyle Blackwe
Donald Hammond	Carlyle Blackwe
Dave Mitchell	
Champion	Lee Frederi
Reporter	Arthur Hughe
Camera	Malcolm Lan
-	11 1 2 17
T	

New John Golden offering is comedy again with Madlson Square Garden hovering in the background. Ringside is never seen but it is there. Champs who go for dinner jackets on the way up, society girls and personal appearances are enacted out front. Also a stern Irish dowager who hates leather-pushers, especially where her daugner is concerned.

Play has two roles which need fattening. They are played by Flor-ence Reed and Brodefick Crawford. Picture possibilities appear favor-

able.

Miss Reed works with a distinct frish brogue throughout. It is sometimes hard to take. Second act does not be a some hard to take the second having her indilige in parlor fisticuffs with the coming champ. blackening his eye and smashing a vase over his dome. Hoke stuff, but it gets a laugh. Crawford's part is a bloke characterization hearing faint resemblance to Maxie Baer; it should be encouraged for socko results.

resemblance to Maxie Bact; in should be encouraged for socko results.

Entire cast is well chosen. Phyliss Welch is the girl in the affair who nearly marries the boxing king out of spite. She figures in the entire action. Eric Dressler also works in dialect, role being a sympathetic one which has him continually hesitant until practically pushed in the face. He is the promoter who discovers the fighter and grooms him for this action. Crante land could be active the fighter and grooms him for the fighter and grooms him for the fighter. Actual pacting of the fight of the contury has some punch material but not enough at present. It is a round-table huddle with quips giving the lowdown on the dotted-line racket.

Golden has dressed his production with quiet taste. First vista is mid-victoriam with smatterings of the lost course and the last two acts are modern but not modernistic.

CATNIP

0	St. Louis, Oct. 14.
C	omedy in three acts by Robert Hanna.
nre	sented by The Players: directed by
Mr	. Howard Cammack and Mary Jane
Ro	ach; scenery, F. Ray Leimkuehler; cos-
tur	nes, Frances Campbell; lighting, John
	amberiin; at Little theatre, St. Louis,
Oc	t. 14, '30.
Lat	a Deering Margaret Hart
Jol	in Parmenteer David Crossen
Lu	clana Albanari
14:	ice KnightJane Blackmer eanor AlbanariHelen Higgins Bauer
1.50	ille van GilderRuth If. Roach
THE	ompson
N.	sie TolliverMeiville Gordon
Ti	mothy Tolliver Wellace Wilson
Tra	mothy Tolliver
Ta	rry Parmenteer
10	lle Gardner Vion Smirnoff

ilver jubilee of The Players ushered in the world premiere of 'Cat-nip', written by Robert Hanna, N. Y. playwright and former member of the local organization. Film right to this play, based on the trials and tribulations of the love-making pro-

Current Road Shows

(WEEK OF OCT. 19)

'Able's Irlah Bese,' Brighton, righton Beach, N. Y.
'Blossom Time,' Forrest, Philadelphia.

'Boy Meets Girl,' Plymouth,

Boston.

Boy Meets Girl, Temple, Saginaw, Mich., 19: Palace, Flint, 20;
Post, Battle Creek, ; State,
Kalamazoo, 22; Keith's, Grand
Rapids, 23; Shrine, Ft. Wayne,
Ind., 24. 'Call It A Day,' Shubert, Bos-

'Children's Hour,' Chestnut, Philadelphia. Dead End,' Studebaker, Chicago. 'End of Summer,' (Ina Claire),

Ethan Frome, Bushnell Audi-torium, Hartford, Conn., 24. First Lady, (Jane Cowl), Na-tional, Washington. Forbidden Melody, Erlanger,

Philadelphi Waltz, Community,
Hershey, Pa, 19; Temple, Scranton, 20; Binghamton, Binghamton, N. 21; Masonic Aude,
Rochester, 22-24.
Hamlet, (Leslie, Howard),
Boston Opera House, Boston.
'Hedda, Gabler,' (Nazimova),
Colonial, Boston, 20-24.
'Lady Precious Stream,' Benton Hall, Oxford, 19; Hanna,
Cleveland, 20-28.
'Love on the Dole,' Shubert

Love on the Dole, Shubert,

Tore on the Pole, Shubert,
Newark,
Meet My Sister, El Capitan,
Hollywood,
Mulasto, Cass, Detroit,
Naughty Marietta,
Chicago,
Night
Licago,
Personal Appearance, Engles

'Personal Appearance,' Engle-wood, N. J.
'Plumes in the Dust,' (Henry Hull), McCarter, Princeton, N. J.,

Pride and Prejudice, Harris,

Pride and Prejudice, Harris, Chicago.

Prinches and Judy, (Florence Reed), Boulevard, Jackson Heights, L. I., N. Y.

Red, Het, and Blue, Shubert, New Haven.
San Carle Opera, Auditorium, Chicago.

'Scandals,' Curran, cisco.

Tobacco Road, Hartman, Columbus, O., 20-24.

pensities of Luciano Albanari, have been purchased by Warner Bros. While the stage play is confined to one set there is little doubt that the film makers will find opportunity for numerous scenes, for the betterment of the play.

Plot is laid in Philadelphia where a confined to make a confined to the play.

Plot is laid in Philadelphia where had a confined to the play.

It is a sophisticated willowly blonde, during the absence of his wife Eleanor. Both are dazzled by his glamorous love-making and acquired Oxford accent. Eleanor's sudden return to the home of Nellie Varieties of the confidence of the

'Ann Rutledge,' musical based on the romance of Abraham Lincoln and Ann Rutledge, is being prepared by George Freystade of Paramount, who will also produce in association with Joseph M. Weiss. Latter writ-ing the score.

'Love' Due Out

Love From Stranger' will be withdrawn from the Fulton, N. Y. Saturday (24) when it will have played four weeks minus one night. Melodrams was originally done in London. It drew a mild press and business was under an even break at slightly more than \$6,000 weekly.

LOVE FROM A STRANGEE'
Opened Sept. 29, '36. With
the exception of Burns' Mantle
(News), all the first-stringers
turned thumbs down on this
Alex Yokel import. Anderson
(Journal) said there were 'mountainous peaks of unmiti-gated duliness.'

Variety (Ibee) said: 'A doubt-ful entry.'

College Efficiency

Syracuse, Oct. 20. se University, tenanting the Civic University theatre here, and leasing it to the WPA Federal Play and leasing it to the WPA Federal Players on a split-week basis, is running into difficulties with publicity for its first road show, Nazimova's 'Hedda Gabler,' booked for Oct. 30. Because of the double tenance, many Syracusans believe the Ibsen show is a WPA unit. To further complicate matters, the University is offering foreign film program twice monthly.

Rah, Rah, in Lincoln

Lincoln, Oct. 22.

Extreme unlikeliness of legit roadshow season here has the press giving unusual backing to the two college player groups here this year. University Players (University of Nebraska) has a play schedule including Personal Appearance, Three Men on a Horse, Pirst Lady, Lost Horizon, Call It a Day, and Night, of Jan. 16. Wesleyan Players (Nebraska Wesleyan University) are doing four, including Three Cornered Moon, Twelfth Night, 'Mary Rose,' Bill ivorcement,

ment.'
Florence Gardner, legit promotress on road stuff, told the newspapers that there didn't seem to be anything aiming this way.

St. Louis Sked

Louis, Oct.
Legit season here gets under way
Legit season here gets under way
Legit season here gets under way
Louis howing
of 'Mulatto,' with James Kirkwood
i the star role. 'Mulatto' will be
followed for the week of Nov. 1 by
Tobacco Road,' which played here
three weeks last winter to sock biz.
Taylor Holmes will head the 'Tobacco' cast. bacco' cast.
'Boy Meets Girl' is booked for the

Boy Meets Girl' is booked for the week of Nov. 3 and, while a booking for Nov. 15 is indefinite, there is a possibility of 'Pri and Prejudice' being brought here for that week. Ina Claire in '" d of Summer' is due week of Nov. 22 and Jane Cowl in 'First Lady' on Dec.

'WALTZ' FOR ATLANTA

Atlanta, Ga., Oct.
Lucas & Jenkins' Fox Theatre will
go legitimate for two days, Nov. 29
and 21, when 'Great Waltz' will be
presented here for three perform-

nces. House has the only stage in Atlanta large enough to handle the produc-tion, but the power lacks 2,200 amps of being enough. Planned to jazz up the juice supply on play dates

London, Canada, Theatre
London, Canada, Oct. 20.
Plans are well advanced for building \$100,000 (community theatre

ing \$100,000 community theatre' in is city.

New theatre will be especially equipped to meet the needs of the Little theatre groups, but will be equipped with talker apparatus just

FUTURE PLAYS

Leek New, comedy by Joh Crumpy, to be produced and directed by Gustav Blum. Already rehearsing for Nov. 2 bow.

rehearsing for Nov. 2 bow.

'This Pretty World' by Converse
Tyler, to be produced by Johnnie
Walker, former film actor: Casting
now for rehearsals on Oct. 26 under
producer's direction.

'Contingency,' by E. H. Simmons,
and 'Rosalinda,' by Jessica Per rin,
acquired by the Players Group, new
firm.

New Business

(Continued from page 42) (continued from page 42)

Hampshire Jockey Club, eight 15minute programs, twice weekly, p.m.,
to Oct. 23. Program Listing: Race
lighights with Babe Rubenstei: Through Doremus & Co., N. Y.
WNAC.

to Oct. 23. Program Listing: Race Highlights with Babe Rubenstei: Through Dorenius & Co. N. Y. WNAC.
Durkee Mower Co. (Marshmallow Fluff), 52 participations in the Gretchen McMullen. Broadcast, once weekly. Through Harry M. Frost, Boston. WNAC (also WEAN).
Smith Brothers, Poughkeepsie, N. Y., 65 participations in The Yankee Network News Service, five times weekly, ending Feb. 19, 1937.
Through Brown & Tarcher, Inc., N. Y., 65 participations in The Gretchen McMullen Broadcast, once weekly. Through C. W. Hoyt Co. Inc., Hartford, Conn. WNAC.
(Herb-Ox). 25 participations in the Gretchen McMullen Broadcast, once weekly, p.m. Through Charles W. Hoyt Co. Inc., Hartford, Conn. WNAC.
(Chamberlain, Inc., Boston (Leadership Shoulders), 52 participations in Gretchen McMullen Broadcast, once weekly, p.m. Through Charles W. Hoyt Co. Inc., Hartford, Conn. WNAC (WEAN).
Cosmos Chemical, New York (Sanovan), 13 participations in the Gretchen McMullen Broadcast, once weekly, p.m. Through Charles W. Hoyt Co., Inc., Hartford, Conn. WNAC (WEAN).

Kosmet Laboratories, Inc., N. Y., 26 15-minute programs, twice weekly, p.m. Program Listing: Molly of the Movies. Through Mutual Broadcasting System. WAAB.

F. W. Fitch Company (hair tonic), 260 15-minute programs, once weekly, p.m., ending March 30. Program Listing: Meadows Beauty Forum. Through Mutual Broadcasting System. WAAB.

F. W. Fitch Company (hair tonic), 261 15-minute programs, once weekly, p.m., Program Listing: Meadows Beauty Forum. Through Mutual Broadcasting System. WAAB.

F. W. Fitch Company (hair tonic), 261 15-minute programs, once weekly, p.m., ending March 30. Program Listing: Meadows Beauty Forum. Through Mutual Broadcasting System. WAAB.

F. W. Fitch Company (hair tonic), 261 15-minute programs, once weekly, ending March 31. Through Bertzam & Reibel Advert. Co., Chicago. WAAB.

Amendment In

(Continued from page 61)

eral meetings. At last spring's session the amendment was given slight edge, score being 222 for and 192 against and therefore failed adoption.

Referendum vote was 603 in favor Referendum vote was 603 in favor of adoption, with 164 opposed. There were 956 ballots in all, but 189 were disqualified. On percentages it was claimed that 78.61 favored the amendment, opposing percentage being 21.38, but that did not take into consideration the invalidated ballots, over which there may be some discussion. cussion.

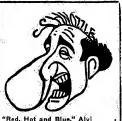
Total paid-up Equity membership at present is around the 2,500 mark, with the registered referendum vote being regarded as fairly strong.

ENGAGEMENTS

Jack McCauley, Show Is On.

Show Is On.'
Lucille Watson, Eva Le Gallienne,
Leo G. Carroll, 'Prelude to Exile.'
Howard Wierum, Four to Go.'
Walter rice, Margaret Mullen,
Matt Briggs, Lora Rogers, JuanHernandez, Kathryn March, Bartlett
Robinson, Berry Philson, Charles
Dingle, Inge Hardison, John Bunn,
Foster Williams, Eulabelle Moore,
Ann Franklin, Juanita Hall Singers,
'Sweet River.'
George Curson, Brenda Forbes,

Ann Franklin, Juanita Hall Singers,
"Sweet River."
George Curson, Brenda Forbes,
Winifred Lenihan, Alexander Kirkland, A. P. Kaye, "Black Limelight."
Rosemary Ames, A. E. Matthews,
Rex O'Malley, "Matrimony Pid.'
Alice John; Ralph Cullinis Hoey, Green Waters.
Regis Toomey, Tom Fadden, JoeVitale, Ruth Holden, Martha Hodge,
Jerry Sloan, Clyde Franklin, Berilla
Kerri John Ravold, Jack Toller, Eric
Frankl, Albert Bergh, Carrington,
Lewis, Mortimer H. Weldon, Claire
Note, Harold Woolf, "All Editions,
John Buloff, Don't Look Now.
Dudley Clements, Double Dummy.







1-MILLER

Bourdet, New Comedie-Francaise Head, Says He Likes 'U.S. Attitude'

Paris, Oct. 12.

Edouard Bourdet, new director of the Comedie-Francaise, just back from an American visit, says he is going to apply some of the things he learned there France's leading theater.

learned there. France's leading theater. One of the things I learned in America,' he says, 'is the absence of traditional reactions in American audiences. Here in France an audience goes to the classical theater knowing all about the play, the author and the traditional importance of the piece. No matter how badly the play may be performed, they applaud at the appropriate moments and they never reveal their boredom, 'Americans, on the other hand are

'Americans, on the other hand, are Americans, on the other hand, are frankly interested in the performance they are attending without any thought about the reputation of the writer or the play. If they don't like the production they show it. If they like it they are thunderous in their applause.

T like that simplicity and I think we ought to have more of it here. I shall keep the example before me in my work at the French National Theater and will consider all pro-

Theater and will consider all pro-ductions from the point of view of the present audiences, not the tradi-tional aspect of the plays.

Leontovitch's Quick Flop; 'Jane Eyre' Rec'd Much Better, London

London, Oct. 20.
Eugenie Leontovitch, Russian dramatie star known in America, opendat the New Theatre Wednesday (14) in 'Authony and Cleopatra,' staged by Komisarjevsky, Russian. It closed

by Komisarjevsky, Russian. It closed-four days later.

Londoners couldn't see the Russ version of Shakespear's play, de-spite its 'modern' handling in the English language, and panned it bru-tally. Press generally called it the direst flop in a long time.

'Jane Eyre' opened at the Queen's Tuesday (13). It is, a dramatization of the Bronte novel by Helen Jerome and was well-received, newspapers

and was well-received, newspapers acclaiming Curigwen Lewis in the title role as a new West End star. Dramatization patchy, but the venture looks successful.

Martinez Ballet in Cuba

Havana, Oct. 17.

Ballet Espagnol de Juan Martinez arrived here Wednesday from Europe. Ed Perkins, in advance, has been in town since Oct. 7. Ballet broadcast over CMX and has been on the front page of some of the local papers. A reception at the Taberna Espanola of the Regina Hotel has been arranged for the press Sunday (18) at the exclusive Casino Deportivo Club.

C. B. Cochran's Next

London, Oct. 11.
Charles Cochran's new revue by A.
P. Herbert is to be titled Week-End,
and is having a tryout at Manchester
Dec. 23, before coming to London,
km is likely to be for six weeks.
Cast is headed by Gitta Alpar, Binnie
Hale and Rawicz and Landauer.
Likely show will go to the Adelphi
after Manchester tryout,

Milt Hayes Writing

Nice, Oct. 9.

Back from three months' vacation at Cap Ferrat, Milton Hayes, for years of Britain's best laughgetters, is putting the finishing touches on 'Prevailing Winds,' which he intends to produce in London this

Hayes will have the play produced, ut won't take a part.

New London Revue
London, Oct. 11.
New indi company, headed by
Peter Farquharson, has been formed to produce a new revue at the Com-edy theatre, to replace William Walker's Spread It Abroad. Revue was written by imon

Revie was written by imon Carnes and Herbert Farjeon, and is titled 'To and Fro,' ith cast lined up as follows: Hermione Badderley, Queenic Leonard, Viola Tree, Esmc Percy, Edward Cooper. Opens cold Nov. 23.

Daly's Reconstruction

London, Oct.

Reconstruction of Daly's theatre in
Leicester Square, which is controlled by I. W. Schlesinger and is a
\$1,250,000 investment, will shortly be
put in operation.

\$1,250,000 investment, will shortly be put in operation.

Lessees intend to continue it as a legit house, but the rebuilding will be of such a nature that, in case the legit policy does not prove profitable, it can be operated as a picture house.

MAGYAR LEGIT IN GOOD SHAPE

Budapest, Oct. 9. This is the first theatrical season

Budapest, Oct. 9.

This is the first theatrical season in many years here which starts with a guarantee that none of the important Budapest stages will go bankrupt, after one or two failures, leaving their companies, technical personnel and, authors in the lurch. This happened in many instances during the past years, but at present all theatres are in firm and experienced hands, both financially and artistically.

Vigszinhaz management, represented by Imre Roboz and Daniel-Job, who have directed the affairs of that house for the past 15 years, has acquired lease of the Pesti Theatre and Royal Theatre (twice in the red during the last season) as well. They already have one success helrewith Denys Amiel's Temme en Fleur' at the Pesti theatre, with Margit Makay and Lili Murati in the leading parts. At the Royal, rehearsals of a stage version of Ferenc Molnar's Paul Street Boys' (which was 'No Greater Glory' in the Frank Borzage Columbia picture) are in till swing.

Arthur Bardos, who managed the Belyarosi theatre for many years, has acquired the Muvez Szhhaz (formenly Fovarosi Operette theatre) in addition. It has just opened with a fine production of 'The Merchant of Venice' with Elim Bulla as Portia and Lajos Gellert as Shylock, New theatres' program is very varied, comprising classical and modern plays, as well as musicalis.

or Venice with Elma Bulla as Portia and Lajos Gellert as Shylock. New, theatres' program is very varied, comprising classical and modern plays, as well as musicals. Magyard theatre and Andrassy-uti theatre continue under joint management as before, in the hands of Elemer Wertheimer and Paul Brody. State-subsidized Opera and National theatre, or course, are not subject to any financial shocks. Curiously enough, there is not a single musical comedy stage left in Budapest, where musicals used to be enormously popular and from where many world successes started in the old days. Kiraly theatre, once the home of some of the best musical productions in Europe, has now been converted into a vaudeville house. All that is left for musicals is the small Kamara theatre, recently leased small Kamara theatre, recently leased by Laszlo Szucs, tenor.

LOW-PRICED STOCK **CLICKS IN MELBOURNE**

Melbourne, Sept. 29.
Carroll-Fuller legit try at the Apollo with low admissions is turning out a profitable venture. Season goes into its 13th week on good bo, with revivals of former mustical-comedy favorites. Top runs to 75c. ights, with lower scale for mats. Success is mainly due to the splendid stock cast by Sir Ben Fuller.

Shows so far produced included "The O'Brien Girl" and "Lady Be Good."

Sir Ben Fuller stated that, as soon as he can secure Sir Ben Fuller stated that, as soon as he can secure a good site in Sydney at a reasonable figure, he will build a theatre there for the presentation of legit. Had a site picked out but the City Fathers would not lower their price and the deal fell through

lower their price and the deal tell through.

Knight would also like to take another fiyer into vaude in both this city and Sydney; only thing stopping him is the fact that his ace spots are liet out for pix to Snider-Dean.

N. Z. Tour Set for Melbourne Revival Co.

Melbourne Kevival Co.
Melbourne, Sept. 29.
Following the success of the Carroll-Fuller legit revival try here, arrangements have been completed to
send the company on a tour of New
Zealand under the management of
Stanley Grant.
Sir Ben Füller left during the week
tomaks arrangements in N. Z. for

to make arrangements in N. Z. for the tour, due to open in the Do minion at Yuletide.

ROME'S LEGIT **SEASON STARTS**

Rome,
Kiki Palmer, Emma Gramatica and
Angelo Musco will start off the
Rome theatrical season with their
respective companies at the Argentian, Quirino and Eliseo theatres,
Will Delmer's company includes'

tome theatrical season with their respective companies at the Argentian, Quirino and Eliseo theatres.

Kiki Palmer's company includes Gina Sanmarco, Nini Dinelli, Cesarina Gheraldi, Giusepina Facini, Enrica Banfi, Luigi Almirante, Filippo Scelzo, Gino Sabatatin, Flavio Diaz, ier Paolo Porta, Umberto Giardini, Ermete Tabberlani and Guido Lazzarini. Besides novelties by Alessi, di Betti, C. V. Ludovici, Pompei, Molnar and Kaiser, her repertoire will include plays by Scribe and Pirandello, Luigi Almirante, Tatiana Pavlova, Pietro Scharoff and Guido Salvini will take turns at directing.

Emma Gramatica Co, includes Franca Dominici, Ida Gasperini, Rina Sarda, Ri Centenaro, Annetta Buff, Maria Pelagatti, Memo Benassi, Cesare Bettarini, Edoardo Toniolo, ttore Masi, Corrado Conti, Arnaldo Marchetti, Ruggero Dal Fabbro, Edoardo Menichini and Ruggero Capodaglio. Plays by Firandello will be included in the Gramatica repertoire, too; among the movelties there will be plays by Alessi, Ludovici, De Stefani, Antonelli, Behrman and Somin.

Angelo Musco has already started his run at the Eliseo. His program there includes performances of Romualdi's The Master of Masters'; Santi Savarino's 'Don Gesualdo and the Ballerina', San Giovanni Decollato' ('Saint John Beheaded') by Nino Martoglio, and 'Article 1083,' by Russo Giusti.

Natala Korel's Vienna Play

Natala Korel's Vienna Play

Capetown, Sept. 25.
Natala Korel, Capetown, Sept. 25.
Natala Korel, Capetown writer, has had a comedy, She Nibbled the Fruit of Knowledge, 'accepted for staging at the Josephstadt Theatre, Vienna. It is being translated into German.

Riviera Sees Best Season Ahead As Result of Franc Devaluation

Johannesburg Duo

is Majesty's, legit house, and New Empire, with vaude, are the only two houses parts with stage

Seymour Hicks is presenting age Vi Majesty's Hetty Vintage Vi King heads the vaude bill at the Em-

Production Units Replacing Vaude At Scala, Berlin

Berlin, Oct. 11. With the Scala rehearsing another production of the 'Herrliche Welt' (Magnificent World) type, to follow the Russian Ballet season of Col. de Basil Oct. 16 and run consecutively

Basil Oct. 16 and run consecutively until Nov. 30, and another 'Crazy' show' due Jan. 1, it becomes evident that the Scala management is turning definitely to the revue-style of entertainment.

Difficulties of getting the right sort of international acts, constant worry about the financial angle in satisfying foreign acts about getting their salary out of the country, and the fact that productions of this type are appreciated by the audience here, have influenced the Scala to change. There will, however, be numerous acts in all such productions.

SOPH'S LONDON CLICK IN VAUDFILM THO' ILL

London.
Sophie Tucker opened the
Troxy for Hyams Bros. Mondry (19),
returning after two years. Despite
being under doctor's orders, Soph
scored well.
She is doubling from the Grosvenor House and plays vaudeville until Dec. 12, when she is due to sail
for a Hollywood date on the Metro
lot in Broadway Melody of '37.'

Plays Abroad

GOING PLACES

Musical comedy by Guy Bolton, Fred Thompson; tyrica and music, Wishan Ellin, Wall and Company of the Whitley at Savoy theatre, Oct. 5, '30. Fred Whitley at Savoy theatre, Oct. 5, '30. Fred Greek Walley at Savoy theatre, Oct. 5, '30. Fred Greek Walley at Savoy theatre, Oct. 5, '30. Fred Greek Walley at Savoy theatre, Oct. 5, '30. Fred Greek Walley at Savoy the Wall

of the show, which is use tear size of the show.

I there is not very much originality in the core but some of the business at our dear of the business at our dear of the some of the low plane of a provincial panto-

the low plane of a provincial pantomime.

Music has one or two tuneful numbers; some of the lyrics are sharply
and eleverly pointed, and dialog is
definitely weak.

Arthur Riscoe suffers mostly from
lack of material. Miss Knight, on the
other hand, stands out by contrast
with her specialty numbers, which
register all the more strongly. Olga
Baclanova scores with her yocalizing
and gets all there is to be extracted
from a stereotyped part. Another girl
who scores neatly is Peggy Rawlings.

Show should be cut and built up

with more up-to-date comedy, wher it can be clasisfied as having better than an even chance. Jolo.

CHARLES THE KING

CHARLES THE KING

| Historical play have collowing as each of the collowing of the Stanford Park (1998) | Hennest, Ltd., at Lyric theatre, Oct. 50, Milk Morie, Febert Menger; decor. by Charles by author.

| Hennest, Ltd., at Lyric theatre, Oct. 50, Milk Morie, Febert Menger; decor. by Charles and Milk Morie, Febert Menger; decor. by Charles and Milk Mories (1998) | Henry Rich. Robert Holmon Franco-Davies (1998) | Henry Rich. Robert Holmon Following Victoria, Milk Mories (1998) | Henry Rich. Robert Holmon Following Victoria, Milk Mories (1998) | Henry Rich. Robert Holmon Following Victoria, Milk Mories (1998) | Henry Rich. Robert Holmon Following Victoria, Milk Mories (1998) | Henry Rich. Robert Holmon Following Victoria, Milk Mories (1998) | Henry Rich. Robert Holmon Following Victoria, Milk Mories (1998) | Henry Rich. Robert Holmon Following Victoria, Milk Mories (1998) | Henry Rich. Robert Holmon Following Victoria, Milk Mories (1998) | Henry Rich. Robert Holmon Following Victoria, Milk Mories (1998) | Henry Rich. Robert Holmon Following Victoria, Milk Mories (1998) | Henry Rich. Robert Holmon Following Victoria, Milk Mories (1998) | Henry Rich. Robert Holmon Following Victoria, Milk Mories (1998) | Henry Rich. Robert Holmon Following Victoria, Milk Mories (1998) | Henry Rich. Robert Holmon Following Victoria, Milk Mories (1998) | Henry Rich. Robert Holmon Following Victoria, Milk Mories (1998) | Henry Rich. Robert Holmon Following Victoria, Milk Mories (1998) | Henry Rich. Robert Holmon Following Victoria, Milk Mories (1998) | Henry Rich. Robert Holmon Following Victoria, Milk Mories (1998) | Henry Rich. Robert Holmon Following Victoria, Milk Mories (1998) | Henry Rich. Robert Holmon Following Victoria, Milk Mories (1998) | Henry Rich. Robert Holmon Following Victoria, Milk Mories (1998) | Henry Rich. Robert Holmon Following Victoria, Milk Mories (1998) | Henry Rich. Robert Holmon Following Victoria, Milk Mories (1998) | Henry Rich. Robert Holmon Following Victoria, Milk Mories (1998) | Henry Rich Mories (19 CHARLES THE KING

Historical Play I London, Oct. 10.

Historical Play I London, Oct. 10.

When Confourning Cate (3) seened by Mentric Confourning Cate (3) seened by Motine; Calbourning Cate (4) Motine; Calbourning Cate (4) Motine; Cate (4) Motine Cat

Monte , Oct. 9.

Day's reminiscent the old 'Riviera gold rush' are seen here by proprietors of casinos,

theatres and other amusement places as the result of devaluation of the French franc.

With the dollar at pound at government's promise to deal severely with price-raisers and profiteers, and a banner summer season just behind, owners expect the best winter season in five years.

season just behind, owners expect the best winter season in five years. Transformations and repairs in casinos, hotels and theatres are already being pushed in order to be ready for a slice of the biz anticipated when the season starts. Many hotels and smaller night clubs which have been closed for several years are getting ready to open.

Societe des Bains de Mer, gambling syndicate controlling the Casino and Sporting Club, has ordered renovation of the Sporting Club pushed through in order for an early December opening. In a bad financial way for several years and forced to float huge loans to keep operating. Societe was undecided whether to open the Sporting Club at all a few weeks ago.

Reyalty Bar

Royalty Bar, which caters to the elite cocktail and tea drinkers, opened last week with a brand new staff ready for pack-i business. Oscar's, the Knickerbocker and the Cafe de Paris seem to have taken on a new lease of life and plenty of bows and smiles are forthcoming again.

In Nice a number of the smaller

again.

In Nice a number of the smaller night joints have already opened. Broadway and Black Cat, which were closed last year, have been doing great business and the Negre has been filled every night since opening.

Broadway and Black Cat, Which were closed last year, have been doing great business and the Negre has been filled every night since opening, two weeks ago. Pierre Passeron's Le Perroquet opens this week.
Plans for the opening of Hollywood in Frank J. Gould's Palais de la Mediterranee casino, which had a successful season last year despite bad weather under the direction of Ben and Anne Litt, are yet up in the air, but the club will open.
Rialto theatre, Nice's cinema barometer, opened its doors last week with 'Desire' (Par) for the winter season. Edward VII, featuring American films in English, will enlarge before the season commences, anticipating a flood of American and English clients.
Luxury hotel palaces on the Cannes Croisette are rushing through repairs in order to be ready for earlier than usual openings. Hotel Carlton and its bar, famous as a rendezvous of King Edward when he was Prince of Wales, will have a new dress, according to manager Mero.
Dolphin night club opened this week and the Bastide is setting a between-season record.
Even long-faced real estate and tourist agents are relaxing and admit it looks like things will be brighter.

U. S. the Mrs. Simpson

U. S. the Mrs. Simpson Jeopardy of their circulations in Canada is reported to have prompted the Hearst papers on the north-eastern seaboard to play down the divorce suit filed in London by Mrs. Ernest (Wally) Simpson against her nusband. Newspapers in the U. S. have linked Mrs. Simpson as a close friend of King Edward.

Both the Sunday American and Sunday Mirror, in N. Y., and the Hearst papers in Boston and Albany have large circulations of pre-dated buildog) editions in Canada. Reaction of the English subjects to the handling of the Simpson story is said to have been unfavorable, with the result that Hearst editors decided play down the yarn: Report that Hearst had cabled from Boroad, io squelich the sensational port that Hearst had cabled from abroad to squelch the sensational angles was denied by his editorial executives in N. Y.

executives in N. Y.

N. Y. Daily News, which also has
a large pre-dated Sunday circulation
in Canada; showed no signs up till
yesterday (Tuesday) of more delicate handling of the Simpson case.
Cables from London yesterday
(Tuesday) quoted an unnamed official attache that King Edward was
opposed to gagging the British presson the Simpson case. In England, ver, newspapers are restrained by law from carrying any news of a civil or criminal suit, with the ex-ception of mention of the filing of papers and the judge's summation.

Marlen E. Pew Dead

Marlen Edwi Pew, 58, former itor & Publisher, died editor Oct. 15. Misericordi Hospital, York, following an operation for a throat ailment. He had been editor of E. & P. since 1924 and v.p. of the firm up to a few months ago, when he resigned because ill

when he resigned because health.

Pew was born in Niles, Ohio, and had little formal education. He, secured, his first reporter's job at 16, with the Cleveland Press. In 1897 he came to N. Y. for the Sortipps-McRae Press Association and then went over to the N. Y. Evening, Journal's as assistant managing editor. He held many executive posts with various newspapers and was at one time news manager of the United Press, which he helped to organize. During the World War he was a press rep-

news manager of the United Fress, which he helped to organize. During the World War he was a press representative of the War Department acted as a censor. He devised the system too publishing casualty lists. After the war he was for time editor of INS and then joined. Editor & Publisher, where he conducted a column, Shop Talk at Thirty, sind edited the trade paper. He is, survived by his ex-wife, from whom he was divorced two years.

whom he was divorced two years ago, and three children, Susan Mar. garet, a portrait painter; Marlen E. Jr., of the N. Y. Sun, and Samuel H. of the East Liverpool (Ohio) Review

Reserve Decision in S. &

Reserve Decision in S. &
Decision was reserved last week in a suit for \$25,000 against Simon & Schuster brought, in New York's Supreme Court by Sheldon Cheney, who alleges that the firm's publication, 'A Treasury he Theatregrew out of conversations and negotiations which he had begun with them in 1929. Suit not for plagiarism, but an action based on services which Cheney alleges he rendered on the basis of an implied contract, and the first of its kind. Case was heard, before Justice Philip J. McCook, Lawrence, Stallings was among the witnesses.

Oscar G. Foellinger Dead

Oscar G. Foelinger, publisher of News-Sentinel, Fort Wayne, Ind., ted Oct. 4 while on a hunting trip British Columbia. Death was caused by a heart attack.

caused by a heart attack.

He was prominent in Republican politics, being close friend of Herbert Hoover. The body turned to Fort Wayne for buri

New Mag for

New Mag for

ig Town, a new mag which 'seeks'
to interpret the spirit of N. Y.," will
be published Oct. 27. Editor is Eli
H. Salk, with Harry Hershfield and
Theodore Granick as 'associates.
First will have an expose
of the testimonial dinner racket by
Harry Hershfield and political artiby Hamilton and Farley. Also
an article on old age security by Senator Robert Wagner.



Cerf Certifies

the publishers don't know what Gertrude Stein's latest is about. Book is titled The Geographical History of America or the Relation of Human Nature to the Human Mind.

Mind. Statement on the flap, signed by Bennet Cerf, publisher, declares: This space is usually reserved for a brief description of a book's contents. In this case, however, I do not know what Miss Stein, is talking about. I do not even understand the title... That, Miss Stein tells me, is because I am dumb."

Sam Merwin Dies
Samuel Merwin, 62, died ct. 17
of an apoplectic stroke while dining
at the Players Club, N. Y. He had
suffered several attacks recent

at the Players Club, N. Y. He had suffered several attacks recent years.

He had written some 20 novels and innumerable short stories; many of them partly based on his own early life. His 'Henry' stories were all semi-autobiographical. He also wrote several plays, and for his own amusement operated a playhouse at his home in Concord, Mass. It lasted for 15 years and was subsidized by the municipality.

His brother, Bannister, who 'died a number of years ago, was author of the first chapter play in pictures, Edison's 'What. Happened to Mary, and was the first author regularly to command \$100 for a single reel script. At the time of his death, spiriture pioneer in Great Britai. He was never able to interest his brother in writing for the screen.

The dead man is survived by his widow, and a son, Samuel K. Another son, named. Bannister, and an adopted son, John, pre-deceased him.

Kidding the Press Race

At least two N. Y. dailies lampooned that three-cornered newspapermen's race around the world last week. New York Sun assigned three reporters to walk around Central Park and write satirically of their trips. N. Y. Telegraph signed Hank Sember to go around Manhattan on a pair of roller skates and kid himself same way.

Meantline, the race' was won Monday by H. R. Ekins, of the N. Y. World-Telegram, while Dorothy Kilgallen of the Journal and Leo Kieran.

of the Times are still en route home, on the last lap of their trip and on the same plane

the same plane.

Times late last week took time out, for the first time, to explain in de-tail that Kieran was still sticking to his schedule and that Ekins was not raci Kieran' because he did not use regulation passenger established service, for his trip, throughout, as did kiera. service for his trip, throughout, as did Kieran. Times has, been underplaying the story inside, while the other two dailies have whooped it up on their front pages.

Times was the first to think of the plan, with the others jumping in and calling it a race.

alling it a race.

calling it a race:

Vanderbilt's Serial as Book
A Red Book serial by Cornelius
Vanderbilt. Jr., The Woman of
Washington, published a year and a
half ago, being brought out in
book form by Dutton's as The
Woman Behind the Senate.
Vanderbilt has also signed with
Ceorge Matthews Adams for a daily
column of roving reporting. He's
stated to cover the Coronation for
Liberty and view of the \$50-aday hotel fees, young Vanderbilt is
seriously thinking of taking his
trailer-car oyer and camping out.
Idea is later to go to France and the
Rivera for more material.

Hungarian is All-Nations Winner Jolan Foldes, of Hungary, was selected as the winner of the All-Nations Prize Novel Contest and will Nations Prize Novel Contest and will receive '\$18,000... American entry in the contest was John T. McIntyre's '\$18pp's Going, Down.' for which he received an award of \$4,000. Contest was jointly sponsored here by Paryar & Rinehart, Pinker & Morrison, legit agents; Warner Bros. and The Literary Guild.

International Judges were Dr. Rudolph Blinding, Gaston Rageot, Johan Bojer, Hugh Walpole and Joseph Wood Krutch.

Bojer, Hugh Wood Krutch.

Arthur Waters' New Job.
Arthur B. Waters, former drama
crick of old Philadelphia Public
Ledger; is now aisle-sitting for, the
Gazette-Democrat, on 1 y Philly
German language sheet. His reviews
are only portion of paper in English.
Being greeted these days by attempts at Teutoni 'howdys' from
friends.

igest's Poll Cost \$1,000,000 iterary Digest's poll on the coming presidential election was made at a cost of \$1,000,000. Its only monetary return is from the radio rights to the results, sold to Goodyear for \$100,000. The Times was offered the exclusive for daily publication rights, but that deal was not consummated. Because of the broadcast, dailes figured, the data was released, and could be picked up, but the Digest halted that by declaring it created the air program and there-Digest hatted that by declaring it created the air program and therefore it is private property. Dallies get piecemeal releases on the poll after results have been broadcast Mondays, Wednesdays and Fridays. Dally News, N. Y., has challenged the Digest's poll, recently carrying, an offer to wager \$10,000 against. \$5,000 that the tabloid's poll was more accurate than Lit. Digest's. News' poll shows Franklin D. Roose-velt distinctiv ahead. Digest's poll

velt distinctly ahead. Digest's poll favors Landon.

favors Landon.
At Dempsey's restaurant in N. Y.
\$100,000 has been on deposit by a group offering to bet the President will be reelected at the odds of 20 to 11. Betting odds lengthened over the weekend.

weekend.

Organise L. A. Gulid Chapter
Los Angeles chapter of American
Newspaper Guild, toughest to form
because of the open shop setup of
town, has been formally organized
after a month of undercover meetings. Roger Johnson, of the Hollywood Citizen News, was elected
president, and Gilbert Brown, of the
Evening News, who was acting chair
man in early meetings, elected secretary-treasurer.
In four meetings, attendancestepped up from 12, who met in office of the United Progressive News
with Oliver Thornton advancing the
\$5 to get a charter, to 70 at the organization meeting.
Hearst and Chandler being sworn
nemies of the Guild, members from
the Examiner, Herald Express, and
Times are protected, not even being
known to other members for the
present their applications going right

Times are protected, not even being known to other members for the present, their applications going right through to New York without being woted on in L. A. Several hundred out-of-town correspondents, as well as scribes in the surrounding towns, will be tapped in time.

Hearst Circs. in N. Y.

With almost every New York daily newspaper registering an increase in circulation over 1935, both Hearst's N. Y. American and the Evening Journal dropped off. Only other N. Y. paper to show a substantial loss last year was the Daily Worker, which dropped from 34,413 to 30,501. Staff of latter sheet declares that all circulation efforts have been directed toward promoting the Sunday issue, which gained.

which gained, The American dropped from 428,-087 to 422,034, and the Journal went from 655,638 to 652,428. Latter sheet has launched a promotion campaign and is offering premiums consisting of 'the world's best literature.' The Daily Mirror, Hearst-controlled, reg-istered substantial increase last vear since Jack Lait became its editor

Detroit's 100% Holly'd Coverage

Detroit's 100% Holly'd Coverage ; Harold Heffernan, pix editor of the Detroit News, leaves: this week for Hollywood to become sheet's perma-nent correspondent there. Al Weits-chat will take his place in Detroit. Exodus of Heffernan to Hollywood gives, all three Detroit dailles xeps in the film capital: The Free Press has Clarke, Wales, Wio' supervises paper's syndicated 'Screen' and Ra-dio Weekly, 'while local Hearst sheet, the Times, is-repped by Hearst syndi-

the Times, is repped by Hearst syndi-cate writers.

CHATTER

Bernard Fay in N. Y. Lloyd Douglas on lecture tour. P. L. Travers N. Y. from Eng-

Book and Magazine Guild estab-

land.

Book and Magazine Guild established a Hoston branch.

Arnold Genthe's biography will be titled 'As I Remember.'

Title of Pearl Buck's new book changed to 'ighting Angel.'

Natascha von Horschelman of the Fortune staff in Europe for a month. Mary McCall, Ir., has sold her novelette, 'Heart Balm,' to Red Book. H. N. Swanson has signed another contract with Red Book to pick the Best-Picture-of-the-Month.

Doubleday has established a new publishing house called 'The Sun Dial Press for low priced re-issues. Walter Edmonds will adapt his. Drums Along the Mohawk' for 20th Century-Fox, which bought film rights.

rights.
Frank R. Adams has sold serializa-tion of his novel. She Said I Do, and a short story, 'The Double Endi to Red Book.

Reader's Digest will move from (Continued on page 67)

Best Sellers

Best Sellers for the week ending Oct.
American News Co.,

reported by the

Fiction Gone With the Wind' (\$3.00). By Margaret Mitchell
'Drums Along the Mohawk' (\$2.50). By W. D. Edmonds
'White Banners' (\$2.50). By Lloyd C. Douglas
'Whiteoak Harvest' (\$2.50). By Mazo de la Roche
'Big Money' (\$2.50). By Mozo By John Dos Passos
'American Flagss' (\$2.00). By Kathleen Norris Non-Fiction

'Man the Unknown' (\$3.50) By Alexis Carrell
'An American Doctor's Odyssey' (\$3.50) By Doctor Victor G. Heiser
'Wake Up and Live' (\$1.75). By Dorothea Brande
'Listen for a Lonesome Drum' (\$3.00) By Carl Carmer

Fiction and Films

By WOLFE KAUFMAN

Within a fortnight of each other two books on photoplay writing technique have come from the press, each important i its way, yet not in conflicti

each important i its way, yet not inconfliction.

Tamar Lane, who knows his pictures from the inside out, has "The New Technique of Screen Writing! (Whittlesey House (McGraw-Hill); \$3). It is about the best have come from the press since the pictures went vocal. Aimed at the would-be professional writer, it deals with the subject carefully and without the intrusion of personal hobbies; telling clearly what is wanted and how to produce it. The first 187 pages are devoted to a discussion of how to write and in what form, with an invaluable chapter on copyright, and a clear cut detailing of the reading and acceptance system. Through his position. Lane is enabled to illustrate his suggestions with excerpts from actual studioscients. with excerpts from actual studio scripts, which alone would entitle the volume to respect were it not otherwise so well written.

scripts, which alone would entitle the volume to respect were it not otherwise so well written.

The second section gives an original story, a treatment and a contitue, and there did not deal with the same script, to permit the reader to follow it through. This is about the only adverse comment to be offered. The book should be invaluable to writers and could be read with decided benefit by many studio workers.

The other book is Arthur. L. Gale's How to Write a Movie (Brick Row Book Shop; \$2). Gale is editor of Movie Makers, the organ of the Amateur Chema League, and before promotion the editorial chair was the league's first-aid to amateur filmers. He has spent 10 years in the two positions and no one knows better that he just what the amateur needs to know.

It written simply, fully and understandably based in part on his earlier pamphlets from club members, but carrying through to the use of dialog and color. It is as invaluable to the 18 mm worker invaluable to the 18 mm worker invaluable to the 18 mm worker invaluable to the 18 mm workers as Lane's book is to the professional. It not only deals with photoplays but with the orderly arrangement of travel and home films, covering the ground thoroughly.

About Medicos

Raise These Halt (Furman: \$2) is what some reviewers
will call a 'strong book.' Like a black
cigar, it's so strong it's rank. 'Fred
Rothermell,' who likes the gloomy
side, has drawn a picture of a physician that is accurate in 'its use of
medical bursase, is reasonably true. medical preases, is reasonably tru to facts, but which resolves itsel into the story of an abortion, thoug ostensibly the author's idea to praise the general practitioner as opposed to the specialist.

Nothing for the intelligent reader, and no picture.

Margaret Gibbons MacGill offers another. Hollywood yarn in 'Hollywood yarn in 'Hollywood yarn in 'Hollywood Star Dust' (Chelsea House, 75c), which will please those who li 'em sanppy. Peggy Rooney, a sweet young thing, goes to Hollywood on a bid from a phoney company, which is put out of business before she gets there. Her sweetie comes, along with Opal rth, rich and hot, who is determined to win him. He proves reluctant. She frames him with a faked murder.

Then Peggy proves a rave as star of a picture, Opal is properly spanked and all ends well. Written in workmanlike, but uninspired, style. Just something to read. No

At 75c plenty of book, well made and nicely bound.

Wertenbacker Scores
Charles Wertenbacker is a young
man who's had a rather heetic time.
After a number of newspaper jobs
around the world he found a job
with Fortune and has settled down

After a number of newspaper jobs around the world he found a job with Fortune and has settled down as one of its ace editor-writers. In books he did the same thing. He turned out several fair-to-middling novels some years ago, then settled down for three years of nothing but hard work, and the result is 'To My Father' (Farrar & Rinehart; \$2.50), a strong novel.

To My Father' still has a few faults. Story of a southern boy who goes through life frustrated trying to find himself i the north, has a lot of power and punch despite the fact it sounds too much like autobiography in spots. Trouble with it is it isn't consistent. Some blue pencilling would have helped a lot. A lot of it is unnecessarily repetitious and a lot of it is much too gabby. But such a chapter as that, for instance, in which his protagonist has had a fight with his wife in Paris over a minor jealousy, in itself makes the book worth-while.

Not for films.

Harold Sinclair has written a book, 'Journey Home,' (Doubleday-Doran: \$2) which is peculiarly annoying. It constantly seems better than it is and gives a blank total much below the books actual worth. Written as a sort of modern picaresque novel, the yarn's greatest fault lies in the fact that it never really digs in and gets a complete gri the author's heart or imagination.
Written in first person, it sounds

meart or imagination.
Written in first person, it sounds a great deal like a real story told by someone who has lived it—including all the dull portions. Also, none of the female characters are true to the female characters are true to life; they are all cut to pattern—a very stylized, simple, overdone pat-

Not for films.

Russian Show Bis

Russlan Show Bis item for theatrical Jibraries; or those Russian theatre fanatics, is My Life in the Russian Theatre (Little-Brown; \$3.75), by Vladimir Nemirovitch- Dantchenko, He was a co-founder of the Moscow Art Theatre with Constantin Stanisaks, and has much of interest tell about that era.

There are a lot of general theatre personalities and anecdotes, and there is a good peek into the background of the art movement in Russit theatricals. But it remains

But it remai si theatricais. nevertheless, a book

Omnibus of Crime

Philo Vance is stalking the bookstalls agai , monocle, sass, and all. In his newest adventure, The Kidnap Murder Case, by S. Van Di (Scribner's, \$2), Vance is a bit more (Scribner's; \$2). Vance is a bit more masculine than he's ever been, which is a sign of the times. He actually manages to shoot it out with a bunch of gangsters, saving Sergeant Heath's life. It's as good an item as any previous ones in the series; for sound.

Carroll John, Daly's never whodunits, but rather sock-em, shoot-em, knock-em-down and drage.

shoot-em, knock-em-down and drag-em-out yarns, Gunfire on every page. In every chapter another crook bites the dust. In the final chapter, justice the dust. In the final chapter, justice triumphs and, the gangster-fighter without scruples (it's all for good old Yale) wi the girl. This time it's titled 'Mr. Strang' (Stokes; \$2) and it's as good (or as bad) as any pred-ecessors in the series.

Joseph Baker to edit a co-op quarterly called The American Book in Hartford, Conn.

Plays on Broadway

SWING YOUR LADY

(Continued from page 62) attention in operattas at Jones Beach during the past summer, plays Sadie and does it fairly well. Al Ochs is the towering hill-billy Noah, while John Alexander is no pigmy. His enactment of nit-wit wrestler is the play's most amusi contribution. (Continued from page 62)

the play's most amusi contribution day was tried out last spring
but folded for cast and script revisions. Joe Laurie, Jr., is a new member, playing Hatch, fixer-upper. In
contrast alone, Laurie wins a goodly
portion of the laughs, atthough the
comedy lines are mostly assigned
to others. If the show lands, Laurie's
playing will be one strong factor.
Dennie Moore counts in a lesser degree, she being his alleged secretary.
'Swing Your Lady' is boisterous
and bawdy, has its tame moments,
maybe too many of 'em. It was
built as a laugh play but grappling
cards have often provided more
read giggles at Madison Square
Garden, the Hippodrome, and armories.

WHITE MAN

rama in three acts (7 scenes) by Sam-Raphaelson, presented by and with Sam rd at National, N. Y., Oct. 17, '36; di-ted by Melville Burke; ts, Nat Karson;

tied by Melville Burke; is, Nat Largon; 30 top.
Sam Byrd outless Campbell of the Company of the

Samson Raphaelson wrote this play about five years ago and has rewritten it several times. Last year Sam Byrd, young actor in Tobacco Road, got hold of the seript, liked it, dug up a bankroll ta healthy one, too) and produced it for and with himself. Raphaelson can now go back by the series of t

long with this one. It is not a good play.

Based on the subject of whites and blacks, it is in a tough spot right away because there are bound to be customers who will object to the theme and its handling. No doubt a bound had been and its handling. No doubt a bound had been and had been a bound had been and had been a bound had been and had been and had been and had been and had been a bound had been a bound had been and had been a bound had and harold Gould A mother really strong performances by Louise Campbell and Harold Gould Another really strong performances by Louise Campbell and Harold Gould Another really strong performance by Louise Campbell and Harold Gould Another really strong per

word en route from Seattle because, ties, Thus, in one seerce, he has them worried about maybe being found and, while they creatisfied rover, and the they created the part of the part of

(IN YIDDISH) music in three nots (four iom Alechem, Slaged by ri, settings, M. Solotanoff;

music, Ben. Yomen: dances.	Benjamin Ze
Mach. Presented by Artet P	Invers at Arte
theatre, N. Y., beginning	Out 20 196
Mhimele	. Almaine La
Shimele Eii Mene	riksimi)
Patties	ityme
Bullke	,G. KURSIE
Moti Kosoi	Levin
Robi Patuon	Goldstell
Konun	Elsenher
Kopi Falbon Koltun Soloveitchik	I. Freille
Solomon Oskorovic	M. Friedman
Solomon Oskarovic	S. Sliverlier
Grocery a Hi melfarb	II. Bende
Hi melfarb	Nagoshine
Mendl. Forheved	Shaulr
Vocheved	T. T. C.
First Gabai	Levenstei
Second Clabal	A Howelt
Also S. Anisfeld, A. Bab	ad M. Handar
Horowitz Hirshib enstein S. Nagosalner, S. Silverberg, T. Todrina.	Trek T Yes
enutela C Managalian	Chaptellowmen
S. Silverberg, T. Todrina,	Chineraet him
S. Silverberg, I. Lournin.	

This simple satire from the pen the late Sholom Alechem is offer

This simple satire from the pen of the late Sholom Alechem is offered by the Artef Players in exaggerated caricature. In that respect the show is executed excellently and is colorful, artistically. Otherwise, it is a cold, analytical cartoon, almost effacing racial dignity. Play is a philosophical fable which concerns a poor Jewish tailor, somewhere in Russia, who is spiraled into sudden wealth. His two apprends the family's datu. His two apprends the family's datu. His two apprends the family's gone does the group retrench into proper perspective.

Story is most popular of Alechem's many yarns, and he is the generally recognized Mark Twain of Yiddish literature. As usual, yarn is familiar but nonetheless quaintly native and homely. Artef Players, (co-op semi-pro group) have added native Yiddish gestures and symbols to the Caricaturized settings are colorful and interesting. A speaker is permitted to address the audience on Communism between acts. That is unfortunate, but in keeping with the Artef group. Actors are uniformly good.

Literati

(Continued from page 66)

Pleasantville to Chappaqua, N. Y., where firm has purchased six acres of land, which it will build a model-housing project. Louis Herzog, 77, publisher of the first German language paper in Los Angeles, died there Oct. 18.

Virgi a Hirsch, who authored El Greco, has joined the writers' colony at Uplifters Ranch, Santa Monica. Walter J. Black will publish a new mag tittled Book Digest. It will be a pocket size mag. Donald Gordon will be editor.

be editor.

Chic Sales's Speciali , which sold 1,800,000 copies, with the author in for 50% of the take, is still doing

1,000 copies a month.
Laird Doyle, Warners studio writer.
has completed his novel, 'Another
Dawn.' Studio already has plans to

Dawn. Studio already has plans to produce it on the screen. Bob Eden (Eve and Robert Burk-hardt) are having their 25th novel published this month by Hopkins Co. Eden is on Warners Coast publicity staff.

Rex Beach, the old Florida addi stayed only a few days in Holly-wood en route from Seattle because he says, overnight he picked up sinus

No Madrid Concerts

CONCERT

Davi Moreno, who used to be with the Sociedad Daniel concert agency, launched his own outfit, but the civil war has bodyblowed the biz. All concerts have been cancelled.

celled.

Among the artists scheduled to have appeared in Madrid this fall were Barliowsky, Claudi Arrau, Alexander Uninsky, Nathan Milstein and the Paris Symphonic and the Berlin, Philharmonic orchestras.

JAPANESE PAY \$1.70 AVERAGE **ADMISH**

concert impresario of Japan in New York for a brief stay after a five-week trip to Europe. Has booked Jooss Ballet, Mischa Elman, Tito Schipa and Alfred Cortot this season for Nipponese audiences. He is also piloting the dance group through Java and other remote spots. Average admission for a concert

Average admission for a concert attraction Japan is \$1.70 or six yen. Season is much the same as in America opening in September and continuing into spring.

conunuing into spring.

Impresario depends on regulation publicity for ballyhooing tieing-up with Osahi, daily, in plugging his artists. Natives are acquainted with his names beforehand and he seldom has to resort to, anything sensational to put them over.

MURIEL DICKSON IN ENG. 'BRIDE' IN PHILLY

Philadelphi , 20.
Metropolitan Opera Company's first local performance, skedded for Dec. 22, will be Smetana's 'The Bartered ride,' given in English, with Muriel Dickson in title part. Met will stress English translations both here and in New York this season, according to Edward Johnson. Muriel Dickson, playing first season with Met. is 'Scotch-born soprano who came to America two years ago with D'Oyly 'Carte, Gilbert & Sullivan Opera Co. trou Subsequent Met offerings.

Opera Co, trou

Subsequent Met offerings here, not
yet set, will be given Jan. 5, Jan.
26, Feb. 16, March 9 and March 23,
all on Tuesday nights. Academy of
Music will house them. Subscrition sale being handled by George
Haley, with Jimmy Craven in charge
of publicity as usual.

A BALLET FOR PITTSBURGH

Move to rganize Dancing Under Way

ittsburgh,

Group of local dancers have just banded together to form a Pittsburgh Ballet. First time the city has ever-had a brigade of this sort and pre-miere performance has already been set for Carnegie Music Hall, Thanks-sivi

set for Carnege wusternat, Trans-givi ight, Nov. 26.

rganization now busy ising funds, with open ball at Roosevelt-Hotel next week-first-gun in dough-getting campaign. Group hopes to collect enough to bring on a guest star from the east for the initial

New York Concert Season Into Stride; Kreisler Fiddles to \$8,000 Count-Up

Line-Up for Detroit

Detroit Symphony season will include night subscri 1936-37 Thursday sever Saturday night pop concerts, five concerts the People's Series, eight in the Adult Education Series. for school

children.

Subscription guests are: Opener, Oct. 29, Victor Kolar, conductor, and Guiomar Novaes, pianist; Nov. Kolar and Lotte Lehmann; Nov. 19, Jose Hurbi, conductor; Nov. 27, Hurbi as conductor and pianist; Dec. 10 and 27, Fritz Reimer; Jan. 7, 14, and 28 and Feb. 14, Bernardino Molinari, conductor, and Georges Miquelle, cellist; Feb. 4, Ilya Schkolnik, violinist; Feb. Georges Enesco, conductor and violi ; Feb. 25, Kolar, and Sergei Rachmaninoft, pianist; March 11, De Basil Ballet Russe; March 18, Kolar and John Wummer; flutist. Guest conductors at the pon concerts will include flurby, Reiner, Molinari, and Kolar. Edith Rhetts Tilton will be in charge of children and adult series.

Norfolk 2-Night Stand For Forum Conductors

Norfolk, Va., Oct. iel menu for Norfolk Forum

iel menu for Norfolk Forum with 2,600 membership paying \$1 for season. Cosmo Hamilton, Irving Fisher, Glenn Frank and Louis Berg are set to appear October, November, January and March, respectively. New stunt is for spicier to take two nights, the second being repeat for part two of the Forum. Using Blair Junior High school in absence of suitable place downtown.

Frisco Bookings

San Francisco, Oct.

Three series of attractions set by Peter Conley for Opera House starting with Fritz Kreisler on Nov. 25. In the Regular Artist Series, in addition to Kreisler, will be the Joss European Ballet, Dec.; Rachmaninoff, Feb. 5; Marian Anderson, Feb. 24, and the Trudi Schoop Comic Ballet, March 17.

Kreisler will also be heard on the Sunday Matinee Series, which starts with his engagement on Nov. 28. and continues with Ruth Stenczynski on Dec. 13 and Rachmaninoff on Feb. 7.

Vocal seri ill offer Nelson Eddy Jan. 13, Lawrence Tibbett April 19 and Nino Martini April 29. San Francisco, Oct

Underwrite Cincy Symph For Louisville Dates

Oct. will have Looks li Looks II some concerts, after , with nouncement that a group of local guarantors will underwrite three concerts by Cincinnati Symphony Orchestra. Dates are Oct. 27, Dec. 1, and Mar. 30, 1837. Bugene Goosens

New York concert season got into stride past week with two top violinists, Jascha Heifetz and Fritz Kreisler, appearing at Carnegie Hall. within three days of each other, and the Jooss Ballet doing four appearances at the Alvin, Kreisler program hummed (17) to a near \$8,000 b.o.

Heifetz played on Wednesday (14), loing close to \$5,000, slightly better than last year. Arthur Judsun bureau of Columbia Concerts handles him. Carnegie (2,800-seater) was not quite capacity for his program. Emanuel Bay accompanist.

Joss which Columbi certs presented for four programs starting Saturday afternoon, report-ed around \$6,000. Outside of, new ballet, 'The Prodigal Son, the

repertoire remains the same as when last viewed in New York. Salmaggi's week-end opera at the Hippodrome did estimated \$11,000. Four operas were presented. Sunday matinee performance scheduled again this week (25) with another Wagner piece.

Dalies Frantz, planist, played Sunday night at Town Hall under Cobrobic Concerts hanner.

day night at Town Hall under Co-lumbia Concerts banners. irst of S. Hurok's artists to ap-pear this season was Harry Hamil-ton, dancer, with Wana Williams' at the Gulld on Sunday night. It was a typical debut turnout. Dancer em-bellishes his performance with out-right theatre more than traditional, technique. Kathleen Ellis was ac-companist.

STOKI THE COMPOSER IN PHILLY BREAK-IN

Philadelphi , Oct. 20. Original composition by Leopold Stokowski will be heard first time in public here month when Youth Drama Group of Plays and Players, blueblood amateur theatre group, give Martinez Sierra's 'Cradle Although Stoki has internafor his transcriptions of tional compositions / (princi

original work of his has Bach). even played here publicly. Some were known to exist, how-

Some were known to exist, however.
Composition to be offered by simon pure actors is 'Benedictle,' canticle traditionally used at morning services of Anglican Church. Is for mixed chorus and organ and was written by Stoki in 1908 when he was organist at 'St. Bartholomew's Church, New York. Stoki has always been cagey about compositions (as well as history) of early career, but consented to piece being played by Plays and Players group after twas unearthed in New York library. Few of his original works have been played or traditional traditions.

Philadelphia Ballet Talked Up for Paris

Broadway

Alice P. Glazer in from Coast to-day for visit. Eddie Conrad, radio comic, tested by 20th-Fox.

Eddie Conrad, radio comic, tested by 20th-Fox.
Nick Shafer added to staff of NBC artists bureau.
Tim Mara presented the Elks with \$2,500 organ.
Ray Lee Control of the Control of the Cosat by cafe.
Lou Guimonds are planni to go to the Cosat by cafe.
Lou Guimonds are planni to go to the Cosat by cafe.
Con the Cosat by cafe.
Gladys Calthrop, Noel Coward's scenic designer, in town.
Chic Kane is managing Johnny Hauser's newly formed band.
Savington Crampton (Thompson agency) is a burleycue hound.
Len Morgan joined the United Press radio service news staff.
Mortie Ryskind in from Cosat, renewing old Broadway friendships.
Johnny Weismuller skedded to come in front the Cosat from the Cosat from

slightly.
Peggy Fears' likeness out on sheet music covers, but where is she

Feggy Fears' likeness out on sheet music. covers, but where is she singing?
Facade of Lyceum theatre wired to shock nigeons, but they are tough to get rid of.
Dimitri's Club Gaucho, to make Waner shorts. Club Gaucho, to make Waner shorts.
He was the wallorf-Astoria election eve (Nov. 2).
Heaux Arts ball shifts to imes Square this year Dec. 4, for the first time in faur years.
Eddie Alperson back at his desk at Grand National after an inspection jaunt to the Coast.
Tim and Irene make their second Educational film this week, then into six weeks of vaude.

Ann than the made the second and the

ing.
Rains Galleries auction of Eddie
Cantor's furnishings from his Great
Neck, L. I., home takes place Oct.
28-31.

Neck, L. I., home takes place Oct. 28-31.

Charles Peltijohn, of legislative division of the Hays office, returns this week from four weeks in Europe.

Gaston L. Stern, of National Screen, is ready to sue anybody who calls him Gappy, a nickname from the step of the step

comers.

Harry Rapf's nephew, Ray Katz (WHN), and Martin Racki, of George D. Lottman's publicity outit, sponsoring a socialite Broadway organization for young professionals.

First time in years Eddie Davis (Leon & Eddie) has been up in the daytime was to be mugged caressing a jar of prunes for a Macy's store ad tieup.

ad tieup.
George Brown (Biow agency) arranged corking commercial tieup on behalf of Krueger's beer with a display on the Longacre stage in the flew Norman Bel-Geddes show, 'from Man.'

Men.
Ed Ryan, back recently from the
London Three Men on a Horse' company, went to Louisville for a family
reunion last week. A day after
Ryans' arrival at his home there his
father was killed in an auto-train

father was killed in an auto-train wreck.

Mark Hellinger and Gladys Glad tossed a farewell session for Monroe Hellinger at the Taverner Monday night (20). Mark's kid brother left for the Coast on his first lap of a world trek which will last nine months.

world trek which will last nine months.

Aresi maitre et the Rainbow Room hosted Nuvolari the Roose-velt Raceway prize-winner, at the Rockefeller nitery. The Italian speed king observed that the only hing comparable with dining and dancing on the 65th floor of an office building was looking down from some Alpine retreat in the Tyrol Henry Kolker returns to the Coast Nov. 1 and a Grand National (Caracy) assignment. Yet leati-flim player, first time east in eight years, was struck (1) with the sameness of Broadway, the town's front change east of 6th avenue, and (2) with the all freeco informality of levit first-spiendor of dressing up for the fluence.

CHATTER

Berlin

Ice skating again at Sport Palace.
Pola Negri back from the Riviera.
Hammer Tonfilm in liquida-

Montparnasse new itery in Kant strausse,
Barnabas von Gezy concerting at the Esplanade.

ne Esplanade. Russell A. Muah in from London with Truman & Talley.

Legit stage Tribuene reopens with oldoni's 'Servant of Two Masters.' Michael Bohnen signed for a num-er of appearances at the Deutsche pera House.

Opera House.

La Yana in het first pic, Truxa' (Tobis-Roţa), after two years in London musicals.

Robert A. Kreier succeeded Peter N. Brinch as general manager of the local 20th-Fox office.

Dr. Fritz Olimsky appointed foreign press chief of Reich Film Chamber, succeeding late Albert A. Sander.

eim bress chief of Reich Film Chamber, succeeding late Albert A. Sander.

UFA preparing a new Anny Ondra film. Sogar in Diesen Zelten' (Even in These Times), directed by Carl Lamac.

UFA's local ace house, Palace am Zoo, claims best business in the past five years with "Verrater" (Traitors') (UFA), Gidli attending the premiere of his new film. Du Bistors') (UFA), Gidli attending the premiere of his new film. Du Bistors') (Tala-Syndiat).

Kerber, in from Vienna for confabwith General Intendant Heinz Tieten about exchange of singers.

Jenny Jugo to play the leading Die Nacht Mit Dem Kaiser (Night With the Emperor') (Tobis-Rota), now in the making.

For Hafrabova in from Vienna for substances in Africa' (Adventures an Africa') at the Theatre of the Peoples' (Grosse Schauspielhaus).

Ludwig Jawellner, aged monglogist, who toured America many times in vaude and concert, cose legit, opening in Ludwig's Erbfoerster (Herditary Forest Mercellary Forest Mercell') at the Rose.

Berlin-Paague film discussions

the Rose.

Berlin- Prague film discussions held here between Hans Weidemann: vice-president of Reich Film Chamber, and W. T. Binovec, president of Prague Film Union, will be continued and brought to a conclusion in Vienna in November.

Mexico City By D. L. Grahame

Paris Follies' stage show playing at Cine Maximo.
Hal Roach vacationing in Guaymas, northwest port resort.
Diana Hay and her denormal horse feature of Cine-Teatro Alameda stage of Cine-Teatro Alameda stage of Cine-Teatro Alameda structure of Cine-Teatro Cine-Te

Lirico, where Lupe Velez got her start.
National Revolutionary Party, which dominates the Federal Correment, has regarded a dramatic occurrence, the spread culture.
Streen of Cine-Teatro Alameda and some curtains and props destroyed by a fire during a stage show. No panic. Performances resumed next day.

Sydney rie Gorrick

Stuart F. Doyle in Melbourne on behalf of Greater Union. Ken G. Hall, Cinesound, is all set to shoot 'Something in Common' next

Ken G. nau, to shoot Something in Common nearly local.

'Swing Time' (RKO) will have its premiere in New Zealand next month,

Le Meri, dancer, begins a Sydney season in two weeks on own man-

Le Meri, dancer, begins a Sydney season in two weeks on own management.
Following completion of 'Rangle River' at 'National no other pie work has been announced.
Joe Joel publicity expert for Col. looking forward to his first American visit next December.
Frank Marden has taken control of Station 2 U. W. in Sydney for Commonwealth Broadcasters.
Richard Crooks has left for a tour of New Zealand under the management of Williamson-Tait.
Sydney Griesman, A.T., has completed tour of the country districts.
Williamson-Tait will revive 'Maid of the Mountains' in Melbourne, with Cladys Monocrieff in the leading rout only after a major operation. Will soon resume charge of the Film Board of Trade.
Great Barrier Productions readying another for work in two

weeks. Al Frith, local comedian, will have the lead.

Charles Munro, Hoyts, is preparing for another tour of the chain covering all states. Walter Hutch-will o along.

Jennie, Benson (Mrs. Ernest Rolls) has left for a vacation. England. Has been in Australia many years in vaude and revue.

Next month, English cricketers will be here to oppose the Australians. Arrival of the Englishmen will hurt matinee biz in all theatres.

Paris

Jack Connelly in town.
Irene Hilda in from Belgium.
Gloria Mausier to New York.
Jerry Mengo back from New York.
Reine Paulet singing in Japanese.
Restaurant prices in Paris going

Geraldine and Joe at the reopened Lido, Gipsy Nina packing for the Berlin

the Ritz. Lorney taking ing

Maisingueue says see will make her next film in French, English and German.

Jim Witteried putting on a show at the Crillon for the American Automotive Club.

Nita Raya signed as female star for the new Casino de Paris revue with Maurice Chevalier.

Gladys Gould given a leading role in Roger Vitrac's 'Camelot,' opening at the Atleier theatre.

Frank of the Ritz throwing a cocktail party to celebrate the issue of his book on how to shake 'em.

Baltimore

By Albert Scharper.

Lillian Dietz in two motor accidents in one day;
'Blossom Time,' at Ford's next
week, will be paying Balto its 11th week, w visit. David

veek, will be paying batto its firm visit, and well ace advancing for Plumes in the Dust, due into Ford's week of Nov, 2.

Al Zalis now selling Hollywood Films, indie product, through Maryland and Virglinia territory,
Howard Burman to N. Y. to see Alex Yokel anent his play, First Night, which Yokel has under option.

Night, which Yokel nas was too.

Roy Bergere, one-time songwriter now in nitery agency biz, has clefted first plece in seven years; tag is 'My Story,' 'Chum' McLaughlin, operator of the indie legits Auditorium and Maryland, zipping up to N. Y. to rake up some bookings.

Minneapolis By Les Rees

Ann Brown, Warners, passed away. Lou Greenley recovering from op

eration.
Mort H. Singer playing first visit

Mort H. Singer playing first visit in several months.

W. L. McFall escaped injury when his car ran into tree and was demolished.

Morrie Abrahams, MG exploiter, off to Milwaukee to work on Romeo and Juliet.

S. D. Kane, Northwest Allied States' executive secretary, to join benedicts' ranks.

George Hinton has gone in for gardening on large scale since moving into new home.

Pathe News sent Tony Caputo here from New York to shoot Nebraska-Minnesota football game, and he will cover two more Gopher gridiron clashes.

Cleveland

By Glenn C. Pullen

By Glenn C. Pullen

Milt Harris of Loew's, never
misses a premiere in town.
Expose of police graft in bootleg
graft in bootleg
policy of miles police graft in bootleg
graft of the police graft in bootleg
graft of the police graft in bootleg
graft casino added four local ferme
acts to his all-male show.
Sid Andorn, WGAR commentator,
turning columnist again to knock
out booklet of epigrams for sponsor.
Eleanor Whitney (Wittenberg to
coalliere since boot by Paramount,
expected because cricks unanimously cracked down on his 'Mulatto' on poor week at Hanna, James
Kirkwood roasted them aftercurtain speeches.

London

G K. Chesterton left around \$140,000;

\$140,000;
Jacques Charles back from South
America.
St. John Ervine has undergone an
operation on his eyes.
Stanelli's wife in hospital getting
over serious internal operation,
Kurt Robitschek postponed his
sailing for New York due to a touch
of flu.
Ludovid Taxasure.

of flu, Ludovici Toeplitz, head of Toep-litz Films, may visit America next

Ludovici Toepiitz, head of Toeplitz Films, may visit America nextmonth.
Ordinary Lady' closed at Duke
of Yorks' theatre Oct. 10 after a
fortnight's run.
Emlyn Williams' infant son traveling with his nurse to join his parents in New York.
Lily Morris getting over a nervous
breakdown, which has kept her off
the stage for six months.
Walter Strauss, son of OscatStraus Strauss son of OscatStraus Straus son of OscatStraus of OscatStraus Straus, son of OscatStraus, son of OscatStraus Straus, son of OscatStraus Straus Straus Straus
Straus Straus Straus Straus, son of OscatStraus Straus Straus Straus
Straus Straus Straus Str

taineers, for eight months. Opening oft. 26.

Tom D. Clarke, controller of the death of the deat

Gardner Wilson the Dave Apollon unit.

Larry Blake back to Coast and a Universal contract.

Dave Idzal around looki at some units and acts.

The some units and acts.

Doc. George Halley to New York on some KMBC show biz.

Morrie Levi ex-local box-officer, in town for a look-around.

Official moniker for Jack Kearns' second son is Joseph Jerome.

Charlie Althoff raising set of pointer hounds on his farm.

Gus 'Van working overtime on political benefit performances.

Lou Epstein hunting up some show

unit.

Playwrights Theatre group tossine first shindig and social get-together of the season.

Howard Davis, of the State-Lake nit band, and Dorothy Jane, of the house line, are Mr. and Mrs.

Charles Greene paused on his way across country to talk Consolidated Artists biz with Chi manager Leo Salkin.

Hollywood

Dorothy Lamour planed i Lionel Stander floored by flu last

Frances Langford has Florida,

John Barrymore fishi Columbia. tish

Earl Baldwi auto accident.

Bud Schulberg recovered from appenop.
Sara Mildred Strauss, N. Y. dance

from appenop.
Sara Mildred Strauss, N, Y, dance directress, here.
Irene Saltern has joi Us licity department.
Howard J. Green watchi hosses at Tanforan.
Armand Schaefer laid with badly sprained ankle.
Part of the strain of the

t. Dudley Nichols plans Radio studio cturn Nov. 1 after three-month

vacash.

Lou M. Goldberg resigned as associate of the Robert Knowlden

Lou M. Goldberg resigned as associate of the Robert Knowlden agency.

Pat West now secretary of the Sierra Madre chamber of commerce with pay Robert Knowlden agency.

But the Commerce of the

siege in the Californi Lutheran hospital. Fred C. Quimby and family in from east. He plans to install MG short subject sales department at studio here.

studio here.

Jerry Olenick, former writer contact at Metro, has joined the Ted.

Loeff agency to handle material and

tact at Metro, has joined the development of the material and scriveners.

Jack Andrews, ex-newspaperman from the east, has joined Nyrt Blum's agency to handle material and writers.

Erik Rhodes will have his mug printed on song sheet of Tonight, being published by Irving Berlin Ettinger due back this Margaret Gotham with Ross Shattweet Gotham, with Ross Shattweet Gotham, with Ross Shattweet Health Park (1997). The strength of the Nordight Liftle Theatre, joined Maurice Conn at Ambassador Pictures. Hell write and direct.

Wister Clark, ex-ad-model arrived here to report for work at U. He's a Dartmouth grad and was signed after some film work in New York.

Met opera advised George Anthell, composer, here scoring The Plainsman at Par, that it will present his John Brown's Body during coming season.

Joe Cunningham and Frank Scully

John Brown's Body during coming season.
Joe Cunningham and Frank Scully did a personal at the Mesa Grand House, Victorville, Calif., during the Rodeo. Upped grosses 18c, a new high for both.
Al Green, who plans to build a racetrack at Inglewood, hard by Hollywood, has bought himself a lot and will erect an apartment building in the Village.
Paul C. McCollium, comptroller of RCA Manufacturing Co., pulled in from New Jersey for visit. Frederick Leuschner, resident attorney, has gone east for month.
L. A. downtown press agents have

gone east for month.

L. A. downtown press agents have
organized a Friday Eve Press club.
Charter members are Red Smith.
Par; George Thomas, Jr., WB. Bll.
Blowitz, Charlie Livesey and Walter

Par; George Thomas, Jr., WB; Bill Blowitz, Charlie Livesey and Walter Seltzer.

Rex. Ingram, here with is wife. Alice Terry, for past three months is contemplating a South Season of the Season of Season

nard Hilda and band playing at

Lorney taking ing lessons.
Indus Hollingsworth readying for a Riviera visit.
Helena Greasley moving into a new apartment.
Joan Warner back from Marseilles.
Mayol at the Empire.
Swing Time MikKO opening at MikKO opening MikKO opening at MikKO opening MikK

Lawrence Wright down with bronchial flu, with doctor forbidding
him to leave house for at least 10
days.

Revival of Marigold' at the Royatty, Oct. 13. will be the first West
End production to be publicly televised.

Flansan starting, protuction based on French story by
Franz Schuiz. Albert de Courville
will direct.

Flansan and Allen are leaving
George Black. Charles Cochran has
signed them at \$1,750 per week plus
percentage.

Spring Tide' passed 100th performance at the Duchess. Collaborator 'Peter Goldsmith' now revealed
as J. B. Priestley.

Maurice Winnick and band to be
on the Empire broadcast Nov. 17.
and will broadcast from the St.

Maurice Winnick and band to be
on the Empire broadcast from the St.

Matter existing the starting of the lead
in the Com Arnold-George Black
pantomime at the London Hippodrome this Christmas.

Vivian Ellis, responsible for the
music of Going Places,' confined to
bed with jaundice on night of
premiere at the Savoy.

Charles Cochran has renewed deal
till Christmas with the 'ticket 'llbraries for his Laughter in Court,
Carrier and the Company of the Carrier of the St.

BirmingGene Gerrard, Helen Gilliand and
June.

Big Bill Campbell going back on
the air for the British Broadcasting

Gene Gerrard, Helen Gilliand and June.

Big Bill Campbell going back on the air for the British Broadcasting Corp, with his feature, Rocky Mountaineers, for eight months. Opening Oct. 20.

Chicago

Football

It isn't very difficult to understand how Jock Sutherland and Fritz Crisler—the Pittsburgh and Prince-ton mentors respectively—felt Sun-day morning. We shared in one of ton mentors respectively—felt Sunday morning. We shared in one of the biggest hangovers of this youthful football season. Yes, sir, the game has been iven back to the fans once again! The experts are no more and are taking a back seat, and what a free-for-all shindig this will be from now on.

The Panthers and the Tigers were the big fellows that went down and Syracuse was kayeed and outplayed. Down in Baltimore stadium, Navy was ousted from the ranks of the

Down in Baltimore stadium, Navy was ousted from the ranks of the undefeated, but actually they were by far the better team on that field that afternoon. Yale's new kicker, Larry Kelly, booted them into their second touchdown unintentionally.

Fordham-St. Marv'

The Galloping Gaels will blow in from the Coast and you can believe those other western coaches that they are not merely a breeze. ne

smooth-running machine defeats i put Francis Schmidt, the Buckeye

put Francis Schmidt, the Buckeye coach, on the proverbial spot. He was very popular individual in Ohio while the Buckeyes were rolling merrily along. However, there is nothing more unpopular in that section of the country than a coach of a losing football team. This hery and tricky mentor has got to pull this one out of the bag to retain his job. It's Ohio State.

Harvard-Dartmouth

Harvard-Dartmouth
Old John Harvard had one leg to
stand on last week and the rude
soldier boys took that leg away.
What they're going to use against the
Hanover Indians is hard to understand. Dick Harlow has so many
headaches already. Dartmouth, despite one setback by Holy Cross, is
on the upgrade. They'll cop by two
touchdowns.

Another Notre Dame system comes Probable Football Winners and

Proper Odds October 24

By Dick Fishell

(Inter-City Network Sports Commentator)

GAMES	WINNERS	ODDS
Fordham-St. Mar	y Fordham	/6
Pitt-Notre Dame		6/5
Princeton-Navy	Princeton	6/5
Michigan-Columb	laMichigan	5/7
Cornell-Penn Sta	te	9/5
Georgia-Auburn	Auburn	7/5
Harvard-Dartmon	th	2/1
Minnesota-Purdu	Minnesota	7/5
. Tulanc-North Ca	rolina Tulané NYU	8/5
NYU-Georgetown	NYU	Even
Manhattan-Detroi	tDetroit	5/6
Holy Cross-Carn	egie Tech Holy Cross	7/5
	12 Ohio State	8/5
Stanford-Souther	n Calif, So. Calif.	8/5
Washington-Calif.		2/1
Texas Christian-I	Miss. State Texas Christian	5/7
	(Predictions based on fair weather)	
er en	Variety,	

of the strongest squads in the try as far as manpower and versalility are concerned. Slip Madigan's team is one that would throw a scare into the hearts of the strongest of men. Jim Crowley and his cohorts are letting it roll off their shoulders. The Ram under Sleepy Jim has had one of the greatest defensive records in the nation. The Gaels will do very little scoring and Fordham will out-fox them to win via the aerial route.

Princeton-Navy
Neither of these squads recogized old man Opportunity when he introduced himself last week. Each had four or more scoring opportunities that were not capitalized The Sailors outplayed Yale unquestionably deserved a wi Their weakness was in their passing from center and fumbles made by Schmidt under kicks. The

unquestionably deserved a wi Their weakness was in their passing from center and fumbles made by Schmidt under kicks. The Tigers have a good, sound eleven and we don't believe they took Pennsylvania seriously enough. But from now on Princeton will have things pretty much its own way.

Pittsburghen were a made to the Pittsburghers went down with an awful crash and now they can't even boast of the Pennsylvania championship. It was not Duquesne that beat them, but a guy called Psychology in hi natural letdown after the great Ohi State victory the week prior. The Irish have not played a really potent squad this year. With only one regular back from last season's topnotch team, they are untried, and Pittsburgh will knock 'em off.

Michigan-Columbia

Michigan-Columbia
The Lions from Morningside
Heights' were very impressive
against Army and gave the Cadets
some very worrisome moments.
Michigan, on the other hand, has
been slapped around unmercituilly
with Michigan State, Indiana, Minnesota all gaining victories over them.
Lou Little takes his team on the
road in their prime for a good game.
But when east meets west or even
midwest, and there's a question of
a doubt, stick with midwest.

Talk of dissension in the Ohio
State-ranks will scare a lot of people
while Indiana, despite its loss to
Nebraska in the closing few minutes

into town, the third in succession for into town, the third in succession for the green shirts to look at. This one employed by Gus Dorais is more versatile and dangerous than "either Hunk Anderson's, or Eddy Anderson's. Manhattan is big and powerful but any team, to hold, sweet Auburn scoreless for three periods, can take Manhattan in its stride.

can take Manhattan in its stride.

Minnesola-Purdue
The outstanding game of the weekend! The ceho will be heard for miles and miles as these two forward walls clash, and Bernie Bierman and noble Kizer think aloud. Year in and year out, these two willy teachers of grid lessons win much more than their share of games. Andy Urim and Jules Alfonse are the spearheads of a great Gopher offense. They'll file through the cavities opened by their line and negotiate the necessary distance to win.

Georgia-Auburn Georgia-Auburn

Georgia-Auburn
Auburn was lucky to eke out a win
over Detroit, but Georgia has been
in the dumps all season. The law of
averages should give them a win one
of there, weeks but doubt it will be
this-coming week.—Auburn-has-the
shada

shade.

N.Y.U.—Georgetown

The lolets, wilted for lack of water in the midwest, are starting to bloom agai. Their best football was played in the final period against North Carolina Saturday. Georgetown, definitely a small college team since the Lou Little regime, lacks a punch. N.Y.U. ill gai its first worthwhile victory.

Washington-California
That California team looked awfully good on paper a month ago. But the month has elapsed and the paper has disappeared and what've you got. Washington, easily,

Washington, easily.
Tulane-North Carolina
The green wave of Tulane looked
devastating against the weak Colgate
line. Carolina was not too impressive against N.Y.U. However, this is
a dog-eat-dog traditional encounter
but Tulane looks in.

but Tulane looks in.

Holy Cross-Carnegle Tech.
Tech was one the little devils in the series of upsets which they started Friday night by bumping off the undefeated Temple Owls. The Crussders theme song has been Stormy Weather.' All of their victories have come on muddy fields

and with slippery pigskins. They're due for a dry day and a triumph, Cornell-Penn State

TIMES SQUARE

Gernell-Fenn State

Cornell's Sophomores are cominialong. There is no question about Snaveley's ability and he's getting the results expected from his big but green squad. State's loss to Lehigh was the tip-off on their strength. Ithaca will be happy.

Stanford-Southern California. The mighty really has fallen. The Rose Bowl choice for the past three years is worfully weak while Southern California is on the right track and will truck on down.

ern California is on the right track and will truck on down.

Texas Christian—Mississippi State—
TCU, a favorite over Texas A&M last week, went down decisively, but it's been an in-and-outer all season. This is the week for them to be in Mississippi State is powerful and their record not at all bad, but take a fiver and stay with Texas Christian.

Hubert's 42d St. Museum Vs. License Commissioner: Dancer, 14, Starts It

it to restrain License Commis-sioner Paul Moss from revoking the theatrical and amusement licenses of Hubert's 42nd St. Museum was be-Hubert's 42nd St. Museum was begun in New York supreme court Friday. (16) through the filing of a complaint charging the Commissioner with acting discriminately in an endeavor to force the plaintiffs off Broadway. Mr. Moss had ordered the licenses covering the basement of the building at 228 West 42d street to be suspended on Oct. 2 and 7 following a complaint received from Children's Court Judge Jacob Panken, who objected to the employment of a 14-year-old irl as a dancer the place. The License Commissioner informed Hubert's he will not renew its per-

Hubert's he will not renew its per-

mit. The complaints against Moss is made by Max Schaffer, president of the Museum; William F. Schork, his associate, and Saleen Abbott, who conducts a dancing act in the 42nd, street place, Hubert's, Inc. besides operating the disputed place, also conducts amusement centers at 52nd street, and Broadway, 1145 and 1173. Sixth avenue and 216 West 42d street.

The complaint states that plaim—

street, and Broadway, 1145 and 1173 Sixth avenue and 216 West 42d street.

The complaint states that plaintiff has been in the amusement business. New York for more than 25 years and that the closing down of the 42nd street place would mean the loss of an average income of \$25,000 a year.

The trouble started after Commissioner Moss ved a letter from Judge Panken complaining that Dorothy Bentity, 14, who was under probation from his court, was found working in the 'bally' the museum. A hearing on the matter was held and Schaffer told the Commissioner that he had nothing to do with the conduct of the dancing act, that Abbott hired the girls. Abbott said he took the girl on for a few days after she had presented a letter of recommendation from 'some-body from Minsty's'. She represented to him that she was 19 years old. The other girls in the 'bally' told the Commissioner they had engaged her to 'pinch-hit' for them for a few nights.

Justice McLaughlin will hear arguments on the matter this week.

MARRIAGES

Betty Rowan to Art Lund, in Minneapolis, Oct. 8. Groom is p.a. for WCCO Minneapolis. Yvonne Crellin to Hal Rosson at Goldfield, Nev. Oct. Cameraman recently was ivorced from Jean. Harlow, Bride is non-pro. Elizabeth Jenns to Harry Joseph Crocker, in London, Oct. 17. Both in pictures. Groom is from Hollywood. Howard Davis and Dorothy Jayne Oct. 17, in Chicago. room is cor-

Howard Davis and Dorothy Jayne Oct. 17, in Chicago. room is cornetist in pit and bride in chorus at State-Lake theatre. Evangeline Russell, former picture actress, to J. Stuart Blackton, co-founder of the old Vitagraph company, Oct. 17 in Los Angeles. Betty May Norton, actress, to George Pike, Oct. 16 in Beverly Hills, Calif. Mercedes ill to William O'Connell, 17 in Pasadena, Calif. Bride was Miss California last year.

nell, 17 in Pasadena, Calif. Bride was Miss California last year.

Bride was Miss California last year.
Caryl Lincoln, actress, to Byron
Malcolm Stephens, Oct. in Kingman, Ariz. Groom is brother of Barbara Stanwyck. Second try for bride.
Katherine Elentrio to Emil Zappasodi, Oct. 18, in Elkton. Md. Bride is vocalist over WIP, Philly, under
name of Kay Allen. Groom non-pro.
Sheila Marjorie Stewart, former
staff pianist at CJRM, Regina, Sask.,
to Brian Ellatt, announcer, KLZ,
Denver, Cola, Oct. 10, at Denver.

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

McCandlish Litho Co. Philly offering cash prizes for the best 24sheet to accommodate the control of the control
fering cash prizes for the best 24sheet to accommodate the control
fering the control of the control
fering the control of the control
fering the control
fering

Actors Guild.
Albert.R. Johnson, art director of Radio Music. Hall, completes his contact and will not renew. Free landing will have been some support of the work of the w

Lists most of the established playwrights.
Halfmoon hotel, Coney Island, to run its skating rink three nights a week all winter.
George White extends his 'Scandals' tour. Doing well out west.
Max Gordon selects John Was most of the control of the

special matine of "Victoria Special matine of "Victoria Special matine of "Victoria Regima" his afternoon for the Actors Annual Sing Sing Tollies' and baseball and football games at prison oriven the kavo by Commissioner Mulrooney. Says prisons are not authorized to play for admission fees.

Si. Malachy, the actors' church, institutes, regular 4 a.m. Sunday mass for nite club workers. First last Sunday horse sent Frank Buck to the hosystal Sunday. Tried to mount at is Massapequa farm and fell. Horse, startled, kicked him on head and arm. Not serious.

Richard Himber, through the National Council for the Prevention of War, asks other band leaders to lay off martial tunes. Thinks it burstages, Scandals, will be a summer show, but before that he'll bring, in a musicker about Christmas.

Mary Garden, in Paris, announces she's goine to Hollywood to carve a new career in films.

Ned Jakobs ups Ara Gerald to stardom in Mimie Scheller.'

American Negro Opera Assn. to do Menelek of Abyssinta Locutal Dorincood, its director.

L. Morrill Gelger, of San Marcos, Calif., Suign in N. Y. federal court for an accounting and share of tuture profits from Billy Hill on The Last Roundup.' Claims to hold a contract entitling him to half the profits, made April 30. Contract also includes several other songs.

ing Wonderful Time,

Korber.

Theatre Guild angling for Benno Schneider, from Moscow. Too many of its stagers gone Hollywood.

69

of its stagers gone Hollywood.
Mosque theatre, Newark, N, J,
will be operated as a film house by
new lessees, Quemos Theatre Co,
Concerts previously booked by
Joseph Fuerstman through to March
okay to go as house does not set
policy until May 1, 37. House
operated intermittently Warner Bros exited three years ago.

Coast

Wardrobe belonging to late Thelma Todd sold at auction for \$229. It included 40 dresses and pajamas, 57 pairs of gloves, 13 hats, 36 pairs of shoes, 35 hags and incidentals.

LA. court legalized Bobby Breen's professional name. Family monicker late to the state of the state of

Jauren Couple was year, Judgment of \$200 won' by Mrs. Jessie Lasky, wite of less wastey hot of the couple of the wastey hot of the couple of t granted Mrs. Myrtle

Pard.
Divorce granted Mrs. (Continued on page 71)

Settle Lyman's 500G Libel Suit Out of Court

The N. Y. Supreme Court battle between Abe Lyman, band leader, and Charles (Pop) Foster, manager of lightweight Jimmy McLarnin, was called off last Wednesday (14) when their attorneys filed a joint stipulation announcing that the dispute had been settled out of court. The conditions of the settlement were not revealed.

were not revealed.

Lyman, a week previous, filed suit against Foster demanding \$500,000 for alleged libel and damage to his rep. The action grew out of the McLarnin-Barney Ross battle of May, 1935.

BIRTHS

Mr. and Mrs. George Pincus, daughter, Oct. 7, in Chicago. Father is Chicago manager Shapiro-Bernstei .

Mr. and Mrs. Art Peck, son, last week in Minneapolis, Father is engineer at KSTP, Minneapolis. Mr. and Mrs. William Berke, daughter, in Hollywood Oct. 14. Father is associate producer at Re-public studios.

public studios.

Mr. and Mrs. Francois de Valdes
son, Oct. 17, in Los Angeles, Father
is producer of Hispano films.

Mr. and Mrs. John Fulton, Oct. 19, in Los Angeles. Fath head of Universal studio's si effects department,

OBITUARIES

FERDE SIMON

FERDE SIMON:
Ferde Simon, 41, vaudeville agent, ied Oct. 20 in New York. Widow, children and a brother, Irving Simon, survive.
Further details will be found in he vaudeville section of this issue.

MABELLE BRODERICK

MABELLE BRODERICK
Emms Mabelle Broderick, 83, former opera singer, died in her home
in Aurora, Ill., Oct.
She was a
member of the first casts of
The Mikado in America, and had
sung with numerous opera compani lastly with the Anna Held company.

nt issue with the remainder of the Mabella Baker of the stage, wife of George roderick, baritone. She sang Katisha in 'Mikado' and did other thar roles in Gilbert and Sullivan operas as well as in other productions. She was one of the outstanding operatic comediennes of her

G. LEVY

Jose G. Levy, 52, manager and
dramatic author, died at his London
home, Oct. 8, following

ness.

Secsased had adapted many plays from the French, and for his services to French Dramatic Art in England, he was awarded the Legion of Konor by the French government. He was the proprietor of the Strand Theaire, and lessee and manager of the Little Theaire, where he staged the series of Grand Guignol plays in 1920, and was responsible for many other productions at this house.

HERBERT GLICKAUF
Herbert Glickaut, 60, veteran
newspaper min and pioneer road
agent for musical comedies and pictures, died in Chicago, Oct. 11, of
pulmonary complications. He was
for many years a police reporter for
the old, Chicago, Chronicle, the City
Press, Bureau and the Chicago
Tribune.

Press. Bureau and the Chicago Tribune.

Became press agent for the LaSalle theatre and later went on road ahead of several Chicago produced musi-cals. Later he piloted Camille and Birth of Nation pictures.

Burial in Chicago.

JOHN F. REDMOND F. Redmond, 54, who saw

most of the United States, from the top of a pair of stilts, died Oct. 10 at Aultman hospital, Canton, ..., from

at Aultman hospital, Canton, from pleuro-pneumonia
Mr. Redmond, resident of Los Angeles, was returning west from a sanitarium in New Jersey when he was stricken. Nationally known as i-Jack' Redmond, he had been a stilts walker for more than 30 years, much of the time with the major circuses of the country.

Surviving is a daughter in Los Angeles. Burial in Canton.

WILLIAM CAMPBELL
William Campbell, 45, who has been headquarteri in St. Stephens, N. B., since early summer, taking engagements in niteries and picture theatres both sides of the International border, ied of a heart attack

theatres both sides of the interna-tional border, ied of a heart attack at Little Ridge, N. B. He collapsed on the stage at the end his turn, dying a few mimutes later. He had been making professional appearances for the past 20 years.

HARRY DANFORTH

HARRY DANFORTH
Harry Danforth, '3, for past six
years in charge of Elks Lodge; Milwaukee, died Oct. 20 of heart failure
He was owner and operator of
Danforth circuit in Wisconstin of over
21 houses, sold out and became one
of the largest theatrical agents in
West. 'He was also a newspaper
man. Survived by widow.

FRANK C. PRIEST
Frank C. Priest, 58, former. St.
Paul showman who managed Shubert theatre stock shows for many years, died at his home there Oct. 16.
Survived by his widow and one daughter. Burial in St. Paul.

JACK FREULER
Jack Freuer, 58, for the past 18
years in the still department at Universal; killed himself in Los Angeles
Oct. 17.

His wife and two sons survive.

Wife of Bill Thomas, of NBC's New York press staff, died in childbirth Oct. 3 in New York. She was 25 years old.

. Wife, 27, of Ernest Logan, manager of the Capitol theatre in St. Paul, died Oct. 11.

Zukor Jubilee

(Continued from page 5)

great spirit we can look to even ter product and to even greater

this great spirit we can look to even greater product and to even greater product and to even greater prosperity.

Zukor, is thoroughly optimistic about huistess and about quality of production. He knows what is going in the studio and in every nook and corner of it. Every day finds tim at his desk at an early hour. He never leaves the lot before 6:30 p.m. His office is the scene of one conference after another.

Néver, day passes, that Zukordoesn't stroll'about the lot, visiting every He calls grips by their first names and his smile is as much mountain on its trademark.

Dieen in the show usiness for 33 years. I have had a chance hand what will floor, That's why we're doing the job of the satisfaction of our exhibitors. It all gets back to tite one word: Showmanship, it isn't anything that can be defined in words. It is simply something that must be understood.

'Under our present scheme, of things we don't go off, half-cocked we start at the bottom and lay out a picture just as an architect would ask at a dictated by this something. Which constitutes showmanship.

To ga an idea of what I mean, you need only to look over our current pictures. They're made on a showmanship assis and there aren't and props to the cutting room their name. Just consider these pictures, which we have made or are now making. Is policy. Texas Rangers, "General Dies at Dawn," Valiant Is the Word for Carrie, Big Froedeast, "The Plainsman," Champagne, Waltz, 'Mado of Salem,' College Holiday,' "Jungle Princess, High, Wide- and Handsome,' Morting, Noon and Night.' Souls at Sea, Walkit Wedding,' Safart and he kears Are So. Long.'

The elaborately Intuished office

which Zukor now shares with his

which Zukor now shares with his son, Eugene Zukor, is in strange contrast to the little general store in Risce, Hungary, where he worked as a youth and saved the paltry sum which enabled him to land in the U.S. in 1898, a friendless immigrant with only \$40 to his name.

Zukor was successively an upholsterer, amateur boyer and haseball player and then one day he found himself a partner in a fur manufacturing concern, By 1804 he could have retired on about \$150,000, but a relative, Max Goldsti , interested Zukor and his partner, Morris Kohn, i the penny areade. By 1905 he was running a string of motion picture theatres in partnership with William A. Brady.

Luxer's

Zukor and his partner, Morris Kohn, it the penny areade. By 1905 he was running a string of motion picture theatres in partnership with William A. Brady.

Luxer's

Zukor saw the day when the picture hustness can be a strictly picture. That was why he took in 1912. He wanted frohman to bring to pictures the class that belonged to the stage alone. Sarah and roreseler, in 1912, and new era of pictures was born. The tissuess emerged from the nickelodeon to the luxer.

Zukor has always believed in high class executive talent to supplement drawing names. He irod Albert A. Kaufman, B. P. Schulberg and Edwin S. Porter, the latter Paramount for sunning and the structure of the luxer.

For talent he engaged, such names a Sarah Bernhardt. James O'Neill, James K. Hackett, Minnie Maddern Fiske, John Barrymbre and Marry Pickford. He was making good on his sloam: 'Pamous Players and roses, Zukor plunged in every dime he owned. Mrs. Zukor pawned he well and roses, Zukor plunged in every dime he owned. Mrs. Zukor pawned he with a romous Plays.' And the public responded.

Jess L. Lasky, Samuel Goldwyn and Cecil B, De Mille went into partnership in 1913 and moved to Hollywood. where a vacant barn became the: studio. They turned out class pictures. The Squaw Man' was: followed by 'Brewster's Mil-day' (16).

lions. Zukor formed Paramount Picture Corp. and tied in Lasky Feature Co. product and Bosworth Productions with his own Famous Players to provide exhibitors with 104 pictures a year-two a week. From that time on Paramount, with its production and releasing organizations merged, grew to gigantic defined to the control of the control of

with its production and releasing organizations merged, grew to gigantic proportions. The others drifted away, formed their own units. But Zukor remained at the helm.
Like every other business of the boom days, Paramount became too complex and when the depression cracked down upon the world Paramount took it the in. In every cloud there is a silver lining, the summary of the summary of the bankrupt outfit. What he did to pull it through, set it on its feet and save it for receitors and stockholders alike is now well known to

to pull it through set it on its reed and save it for creditors and stock-holders alike is now well known to the trade and financial world.

Which is the reason why the show busit takes its hat off to one of the iggest little men, has ever

In celebrating Adolph 25
years with Paramount, the company is planning a four months' sales drive in 1937. January through April. This drive was discussed at the three-day district 'managers' convention held in day 16-17-18), with subsequent plans to be carried out between now and the first of the year. Neil F. Agnew and other distribution executives, together with publicity department representatives, flew to St. is for the three-day meet.

The four months' sales push will be known the Silver Jubiled drive. No prizes will be given, as in most drives, to the district manager, exchange and film salesmen bring in the best results, but expected that quotas may be set for the sales force to shoot at.

It is in 1937 that Zukor celebrates his 25th year in the picture industry.

All. Paramount theatre operators. In celebrating Adolph

his 2bt, year in the picture indus-try.

All Paramount theatre operators and parfirers will be contacted for cooperation in putting over the four months drive. After the push is over, Par will tender Zukor a banquet, either on the Coast or in New York.

Santa Claus, Inc.

(Continued from page 1)

by kids would clip coupon and send

also was spurned. veral vaude and radio offers it was believed it would be

cause it was believed it would be too cheapening.

Unlikely anything will be done this season in commercializing Santa, agency preferring to wait until someone comes through with a more suitable offer. Understood a food chair is readying a plan next year, whereby Santa will be put or radio, and kids asked to send in cartest to the will letter for which they are too the will letter for which they ton top with letter for which they will get a badge.

Downtown, Detroit

Burlesque Reviews

CASINO, PITTS.

Pittsburgh, Oct. 16.

Pittsburgh, Oct. 16.
Looks like George Jaffe, vet burlesg impresario, has at last found the
right combination. First break came
late this summer, when Variety,
house he operated for decade, and
last season turned over to Izzy Hirst
when going got too tough, was consigned to ash heap and torn down to
make room for parking lot.

make room for parking lot.

That left burleycue field to Jaffe alone again and it's taken him five years and plenty of coin to discover that the two-a-day at \$1 top is definitely over. Vaude learned that some learned that some learned that some learned the some learned that some learned that some learned that policy. Casino is the old Harris theatre, one of town's first vaude spots, and it's located smack in the middle of Dismond street, the village's chief maculine thoroughtare, so the set-up for this type of entertainment is perfect.

located smack in the middle of Diamond street, the village's chief masculine theroughtare, so the set-upfor this type of entertainment is perfect.

At first' Jaffe was set to give 'ementer the control of the set of the control
that was been as a set of the control
that the control of screen, all
shorts, cartoons and newsreels, and
four burlesq performances a day, five
on Saturday. Shows are the regular
Independent wheel attractions, but
they'e condensed into slightly less
than 90 minutes. House operates, only
six days a week;
than 90 minutes. House operates, only
six days a week;
than 90 minutes. House operates, only
six days a week;
than 90 minutes. House operates, only
six days a the burley groove,
too volume, and turnover have
finally penetrated into the Jaffe
scheme of things, and it's two bits
from opening until one, 35c from onenutil six and a nickel more from
then to closing. Wisdom of getting
burlesq within low range, film prices
has been obvious. Casino has been
power of the control of the control
pen now less than a morth and day
in and day out.
Casino, probably has more people
passing it daily than any, other spot
in town, due to recent Diamond
street revival; and Jaffe's going in
heavily for the old avenue ballyhoo.
There's one novely attraction or an
other in day of the second of the conthere's more novely attraction or an
other in day of the second of the
was retiring from burlesq, gave
up the Variety, took a five year lease,
son the Casino and went in for vaudfilm. That soon flopped; he went to
straight pictures and that was no go
either. He couldn't get any product.
That the was deed open again, he found
the right combination and a house
that seemed a few months ago to be a
definite liability is now on its way
to becoming one of the town's biggest
money-makers.

Chem.

STAR, B'KLYN

The Raymonds' contribution to the burlesque is one of the best produced shows in this town. Unfortunately, it is also the dirtiest. Subtlety and double entendre have been discarded. for frankness in all the

carded for frankness in all the comedy.

Rest of the town's impresarios might find it advantageous to take a gander at the Star's offering. Five production numbers in the two-hour show are more than the usual stage waits between strips. Even the line girls seem to sense the fact that they have something to work with. Plenty of good-looking costumes and seemery.

enery: Four specialty numbers, two exolic

twists by Queenie King, a mili ry tap by Madge Carmyle and classical wiggle by Bonita Germaine are all will handled.

Strippers are somewhat restrained here. Girls time their stuff and never exceed the limit. Comedy, however, seems to be the meat of the audiences, so there is no disappointment. Peggy Reynolds, Bonita Germaine, Madge Carmyle, Ruth Donald, Viola Spaeth, Pat Paige and Queen King are the exponents. Miss Kings style resembles an oriental dance instead of the customary parading, and is novel.

stead of the customary parading, and is novel.

Jack (Tiny) is the No. comic, and wows 'em. Telephone both, and dentist's office bits both get plenty bluing in Tiny's hands. Assistant comics are Bert Carr and. Gus Shilling. Ted Blair and Charles. Cane, singers, also help in raising the show's better than average rating.

Despite pickets outside, house was capacity when caught. Management announces from stage that theatre is strictly union and that paraders are misleading. So what?

Atlanta's Picture Censor Hot-Potatos Burley Squawk-

Atlanta,
While Sherwood L Astin,
man of Atlanta Board of Review,
local film censor board, admits the
matter is out of his jurisdiction, he
has written a letter to Mayor James.
L Key, asking the latter to take action against the objectionable shows
being staged at the Atlanta theatre,
local talent outlet of Eastern Burleggic Ases.

local talent outlet of Eastern Bur-lesque Asso.

Astin claims he has had numerous complaints from people who think he has authority to tone down the performances and, in his letter to the Mayor, declared that he had at-tended a performance at the Atlanta and found the complaints absolutely interigiable. iustifiable.

justifiable. —
Mayor Key passed the buck to hipolice ief, who, in turn, sent policewoman over to catch the show. The femme minion of the law ported back to her superior that is of ar as she could see the squawks

so far as she could see the squawks were unjustified.

Similar agitation led to a raid and arrest of manager and principals in previous burlesque venture here two years ago. Eastern wheel took overhouse several months ago and has been doing good business with road shows.

Independent Burlesque

Week of Oct. 25

Ballyhoo Gayety, Minneapolis, Wine, Woman and Song Righto,

Willow Construction of the Construction of the

Speed and Sparite—Gayety, Washington,
Vanileafers—Gayety, Baltimore,
Scan-Dolls—Roxy, Cleveland,
Garden of Olisi—Capitol, Tolerol,
Waschen Chile Royal, Arton,
Waschen Chile Royal, Arton,
Steppin Stars—Garrick, St. Louis,
Scan-Tees—Empress, Kansas City,
Dizzy, Dames—Calnes, Youngslow;
(1)
Gayety sirls—Worcester, Worcester,
Gayety sirls—Worcester, Worcester,

Advance Production Chart

(Continued from page 35)

(Continued from page 55)

by Frank McDonald, original and screen-play by Don Ryan and Kenneth Gamet. Cast: Ann Dvorak, John Litel, Walter Miller, John Sheehan, Stanley Fields, William Davi Carlyle Moore, Jr., George Opperman, Joseph Crehan, Lyle Morain.

Story is backgrounded against night court of any large city where dramn from all walks of lite is paraded before spectators who attend these sessions to satisfy their currosity. Story tells incidents in lives of unfortunates called before the night court.

MEM IN EXILE. produced by Bryan Foy. John Farnew directing, Chamslor Cast. Dick Purcell, and Bryan Foy. John Farnew directing, Chamslor Cast. Dick Purcell, Line Travi. Victor Vacconi, Margaret Irving, Alan Baxter, John Alexander.

Siory laid on one of the remote islands of South America where hunted men seek refuge and security. It becomes a veritable haven for criminals and they set up their own government, later to be conquered and wiped out by stronger governmental powers.

Being readied to go are: "MARRIAGE CLAUSE, with Robert Montgomery and Olivia De Havilland: Robert Lord will produce with Busby Berkeley directing, 'CALL IT A DAY,' to be directed by Archie Mayo; THE KING AND THE CHOBUS GIRL,' first of the Mercyn LeRoy productions as producer; Others to follow are: "HIR DESERT SONG," WIR HUSBAND:

Universal

Three in work, 15 editing, eight preparing. In work:

"THREE SMART GIRLS,' reported Valtery Sept. 16; "TOP OF THE TOWN and MURDER ON THE MISSISSIPPI," reported, Oct. 14. No new pictures started last week.

pictures started last week.

Pictures being readled for early production are: "BLONDE DYNAMITE,"
TREVE, 'NIGHT KEY, 'OH, DOCTOR' and 'MUSIC IN THE PARK."

Reorg Under 77B for Young's Pier, Atlantic City; New Setup Approved

Atlantic City, Oct. 20.

Three trustees to manage the corporation owning Young's Million Dollar Pier here, pending reorganization under Section 77-B of the U.S. Bankruptey act, were appointed Saturday (7) by U. S. District Judge John Boyd Avis in a preliminary hearing in Camden.

Trustees are Isadore S. Worth, former assistant U. S. attorney at Camden; Clarence K. Crossan, treasurer of the Associated Realties Corp., owners of the pier, and Alvin Poffenberger, president of the Atlantic City Board of Education and a hotel operator.

Board of Education and a hotel operator.

The hearing was for approval of a petition filed with the court to effect the reorganization of the \$3.00,000 company. Judge Avis gave his approval before appointing the trustees, who were required to put up a \$30,000 bond before qualifying to possess books and other interests of the company.

Dooks and other interests of the company.

Approval was opposed, by John MacMullen, attorney for a group of stockholders representing more than 100,000 of outstanding bonds of the company. Bonds totaling \$559,000, due March left the totaling \$559,000, due March left this story in the company. The petition sets forth that the action was authorized at a special meeting of the directors, Sept. 18, 1936, and stated that the firm was unable to meet its obligations and seeks to organize. Assets of \$3,108,-118.48 and liabilities similar amount were listed.

Walter Hanctein attorney for the

118.48. and liabilities similar amount were listed. Walter Hanstein, attorney for the realty company, said \$875,000 in bonds were issued in 1906 to build the big amusement pier, of which only \$116,000 has been paid off. Taxes for four years totaling nearly \$120,000 are owing on the holdings, which include, in addition to the pier, a block of land along Afransas avenue from the Boardwalk to Pacific avenue.

avenue from the Boardwalk to Pacific avenue. Petition presents a request of the corporation that it be organized as the Arkansas Avenue Corporation and take over, free of mortgages, all assets of the old company. It wishes to issue \$300,500 of 10-year bonds: a like amount of 15-year bonds, and a like amount of 20-year bonds. One hundred shares of common stock at \$1 each were asked.

Assets of the corporation are listed as follows Cash, \$28,652.40; stocks and bonds, \$26,269.99; rents receivable, \$12,381.50; bills receivable, \$700; personal property, \$15,737.56; real estate, \$1,737,296.43; profit and loss, \$1,232,201.34, and unearned insurance, \$4,877.24.

232,201.33, and uncatases 48,4877.24. Liabilities are listed in part as follows: Bonds, \$2,225,545; depreciation, \$570,019.29; mortgages payable, \$73,-276,25; capital stock, \$100,000; taxes unpai ,\$119,777.89.

DOG RACES OUT IN CAL. L. A. JUDGE DECLARES

Angeles, Oct. 20.

Dog races in Southern California have been declared illegal in a decision handed down by Superior Judge Lewis Howell Smith. Judge held that, atthough islature had enacted laws permitting horse-racing and pari-mutuel-betting onsuch races, it had, not repealed the penal code section governing dog racing and bookmaking on such. Decision was made in case of Ray Hawley, arrested in connection with the operation of a dog track at Culver City. Hawley's attorneys contended that the anti-gambling section of the penal code was impliedly repealed through enactment of the horse racing law.

Elevating the Eiffel

Paris,

Indoor Village

Detroit, Oct. 20.
Several villages and special features of the Great Lakes Exposition, the Frontier Show, Fort Worth, and the Panama-Pacific Exhi ition, San Diego, have been booked for Convention Hall here Oct. 29 to Nov. 8.
Local organizations are sponsoring visit, which will be called the 'Streets of the World.'

POSTAL INSPECTORS ASK PANGBORN MAIL REFUND

Dallas, Oct.

Investigation by postal authorities here was added last week to troubles besetting Clyde Pangborn in connection with his attempt to span Atlan-

tic by air.

In co-operation with Texas Centennial he announced plans to start hop from Dallas July 18. Philatelists in this section placed letters and other souvenir articles for flight, letter cost averaging 75 cents. Postal inspectors say money has not been retunded refunded.

refunded.
Centennial withdrew sponsorship after disagreement between Pangborn and financial backers which caused several postponements jaunt. Latest development came. Saturday (17) in Trenton when Pangborn asked court to appoint trustee to administer fund raised by Texas stamp collectors. His ship, Sky Ranger, seaught in legal snart and can't be moved without court teemission in moved without court permission up

Barnes Trick in Quarters After 15.593 Mile Trek

Los Angeles, Oct.
Al G. Barnes circus is in winter quarters at Baldwin Park after a 27-week tour covering 15,593 miles. Trick opened in San Diego, March 27. Biggest jump was from Phoenix, Ariz, to the home lot, a distance of 440 miles.

News From Dailies

(Continued from page 69) ey, former screen actress, George L. Mooney, actor,

from George L. Mooney, actor, in L. A. Kitty Leeds, stage actress, granted divorce from Max Landow, film

from George L. Mooney, acouin L. A.

Kitty Leeds, stage actress, granted
divorce from Max. Landow, film
cameraman, in L. A.

Kitty Leeds, stage actress, granted
divorce from Max. Landow, film
cameraman, in L. A.

Landow, film
cameraman, and
cameraman Pessis, studio p.a., was arrest of Rantz on battery charge.
Rantz posted \$50 bail in L.A. court.
Both are employed at Pathe.

For assertedly forging Bert
Wheelers name to \$1,000 in checks.
John Kelly, actor's secretary, was
jailed in L. A.

Landow, daughter of Chic
company of the company of the company
company of the company
company of the company
company of the company
co

Ft. Worth Officially Closes Oct. 31 But May Extend With Bevision

Fort Worth, Oct. 20.
The Fort Worth Frontier Centennial will close Oct. 31, the management announced, but there is a possibility it will run two weeks beyond that, weather permitting.
Paul Whiteman must leave Oct.
31, however. Billy Rose, director
general, explained that if the show
is extended beyond Oct. 31, another
name band will be booked in for
two weeks at Casa Manana and acts
in the revue there will be changed.
The expo cleared. \$27,000 last
week, according to the management.
Three performances at Casa Manana
have been required on Friday and
Saturday nights the last two weeks
and this schedule will be followed
for the duration of the expo.
Option was taken up by Woodhury for Judy, Annie and Zeke to
continue through January the
Woodbury radio program.
Two units being rehearsed here,
for vaudeville tours. One will co
Interstate houses with Sally Rand
as the name and the other will bear
a Centennial title also. The latter
will try out in small Texas clites.

Rodeo Hits 20G Gross For Garden Night Show: Cowbovs Go Showmen

For the third successive season attendance at the rodeo at Madison Square Garden has increased. Saturday (17) might saw the peak gooss since the western show was introduced in the east. It was estimated that the gross was \$20,000. That mark was around \$4,000 better than any rescribes professions.

mark, was around \$4,000 better than any previous performance. Long lines were at the gallery box offices, top shelf going clean, for an actual turnaway. Same applied Sun-day afternoon. The sense of showmanship evi-denced in the 1935 rodeo at the Gar-

actual turnaway. Same applied.Sunday afternoon.

The sense of showmanship evidenced in the 1935 rodeo at the Garden is even sharper this year, and that's probably accountable for much of trade. The cowboy tossing carnival, as now presented, is a firstrate entertainment, besides being a novelty exhibition.

Among items not usually associated with rodeo activities, but included on the Garden program for amusement effect, are such things as a posing high school horse, a horse-shoe pitching exhibition, a midget bucking horse, a mounted basketball game and a roping exhibition by the McDonald kids from Texas.

Comedy

The roundup is rout in showmanly fashion, with a novelty number preceding each exhibition of the cowboy art. There is constant comedy, either from the contestants themselves, or from a pair of clowns who work down at the west end of the arena and tease the stock. Another laugh-grabber, and always surefire, is the wild-cow milking event, in which the cowboys work in each and the cow into a pop bottle, rushes to a goal line and their back to the corral without spilling the milks. Of the items on the program.

rushes to a goal line and then back to the corral without spilling the milk.

Of the items on the program, eight are contests, in which the cowboys and girls gain their prize money points; and the rest exhibition numbers. Competitive events are bareback brone riding, cowgiris' brone riding, calf roping, saddle brone riding, steer wrestling, cow milking, steer wrestling, cow milking, steer wrestling, cow milking, steer riding and wild horse 'race'. As far as actual contents go, the program isn't much changed from last year's show, but the routining is much improved and the whole affair runs, off like a well-staged amusement enterprise.

Col. W. T. Johnson runs the show and owns most of the stock, Everett Johnson directs the band, which is on throughout the show. Another innovation is constant announcer info over the mike, which keeps the Bronx cowboys up on what's going on down thar.

Walkathon Banned

Baltimore, Oct. 20.

Felice in the upstate town of Frederick, Md., cracked down, on and shrouded a walkathon Saturay (17), day it opened dancehall. Charged as "public nuisance." First grind event of sort Frederic' fown for 12,000 population, ever ... cd within its precincts.

Ray C. Alvis, operati walkathen, will face the 'isance' charge at a hearing in burg's circuit court next Monday (26).

MEBBE ANOTHER FORTNITE Dallas Plans Host to Latin Nations For 1937 Fair, Also a Casa Manana

Double Trouble

Greenville, S. C., Oct. 20.

A Downie Bros. truck left the road between reenville and Union, S. C., overturning and injuring several people.

Ambulance, which answered call, turned over three miles from first accident after bloving a tire, further shaking up accident victims and seriously injuring ambulance driver.

BILLY ROSE, HANK FORD AT CLEVELAND IN '37

Cleveland, Oct. 20.

Henry Ford didn't come in for 1936 show, but is practically sold on the next one.

Ed Hungerford sent back all his borrowed-lecomotives and ancient trains to original owners, flatly saying Lake Erie's weather ruined his outdoor Parade of Years'. Billy Rose blew in for finale to look over Hungerford's site, which he wants to take over. Won't stage another 'Jumbo, but vaguely reforted it would be a bigger and more expensive spectacle than that lemon.

Florida exhibit to be increased in area by 80% by Earl Rrown director of it. Grounds will be extended to the midway covering a total of 155, 500 square feet.

Financial status for 1936 is being complicated by recent explosion in civic stadium, which was part of the entennial. Although backers are not blamed for blast, caused by accumulated gas in a storage room, city's law director claims they must pay \$100,000 for repairs stadium. Rental contract doesn't expire until March and calls for return of property to city in same condition as when it was leased. Expo fighting the case; as repair bill would make a lough dent in 1937 budget.

Ft. Worth Figures

Editor VARIETY:

Bill Rice's column in your issue of Oct. 14 says that 'Ft, Worth Fron is taking a terrible beating. ill Rose's batting average now

curate.

Out of 14 weeks of operation, the show has had but one losing week, when it rained four days. The loss for that week was \$1,873.1 To date it shows a net operating profit of approximately \$235,000, and for the week ing last Saturday netted approximately \$27,000.

Show is a ight open-air opera-tion and entirely at the mercy of the weather, but only rain hurts. Even when overcoats have been essential, attendance has not been cut down

Dallas Oct. attendance figures of second utive ig weekend of fall season and projected American theme as basis for revival in 1937.

434. Day has been exceeded only open June 6 (117,625),

day (17) total was 90.518 brought season

openi June 8 (117,625).
(113,161) and June 12 (101,848).
Nine special trains converged on expo Satui — we bringing football lans from Tennessee for SMU-Vandy skirmish. Several brought school kids in line with official state co-operation in sponsoring attendance by 2,000,000 Texas moppies: educational spoggling. Of Saturday's gate, at least 10,000 were of free variety.

As even morells notified throng over

variety.

As expo moguls plotted turore over the 5,000,000th visitor, suggestions were revolved for opening fair next year. Ray Foley, assistant to general manager, heaved straw in wind with proposed Pan-American exposition next year. Industries and governments of Mexico and Central America would be tied in with idea of Dallas as gateway to Latin couries for tourist travel. No official decision before closing Dec.

In regard to 37 schedule, some of

decision before closing Dec.

In regard to '37 schedule, some of larger exhibitors favor reopening in April for three months, then closing for summer siesta during July and August before opening for second three months in September. If expo does reopen, second version will tearleaf from Fort Worth book for at least one production similar to 'Casa Manana'.

Mebbe Illy Rose

Cavalcade, historical spectacle which expects to show to 1,000,000 hefore closing, undoubtedly would open again. That Billy Rose is investigating possibility of a spot next year is seen in sudden series of jaunts to Dallas for visits past week.

jaunts to Dallas for visits past week.
Sign of returned prosperity to
Midway was reopening of Hollywood animal show. It will be operated under eye of Receiver W. J.
Blackburn, who has kept spot dark
for several weeks. Since closing of
John Sirigo's place, combo tickets
have been honored at Streets of All
Nations.

Centernial now its operating three

Centennial now is operating three show places; Cavalcade, 'All Nations' and 'Whirligigs,' the latter a combo variety-minstrel affair. amphitheatre

amphitheatre,
National Dairy show closed Saturday with Governors Allred of
Texas and McAlister of Pennessee
presenting grand awards. National
Swine Show succeeded bovine exhibit.

Duke Ellington came in Sunday for three-day stand at fair. Expo arranged second Negro Day for Monday which called for full sched-ule by orchestra director. Negro school kids from over state also due.

MIX CONTINUES SEASON TO CLEAN UP VA. TENN.

Norfolk, Va.,

Norfolk, Va.,
is so good that Tom Mix's
circus is just going on and on,
cording to attaches of the outift playing Norfolk, October 19-20. Was set
to end it for the season after packing
em in during Florida tour when idea
struck to free lance a bit in the
Carolinas, three weeks ago. This
worked out so well that tenters came
into Virginia.

May go into Tennesse it picking.

May go into Tennessee if pickings continue worthwhile.

Mich. Prospers

Attendance has not been cut down.
Casa Manana now playing to the biggest busi of the season, with three shows necessary on Friday and Saturday nights.
J. M. North,
Ft. Worth Fronti

Jo'burg Empire Exhibition

Capetown,
The exhi ition attracting big crowds, the outh looks like making money. A large real ice skating rink is popular, with Albert Enders and Sadie Cambridge, professional skating champs, a top liner,

OBITUARIES

FERDE SIMON

FERDE SIMON
Ferde Simon, 41, vaudeville agent, died Oct, 20 in New York. Widow, two children and a brother, Irving Simon, survive.
Further details will be found in the vaudeville section of this

MABELLE BRODERICK

MABELLE ENQUERTION

Emma Mabelle Broderick, 83. former opera singer, died in her home
Aurora, Ill., Oct. 16. She was a
member of one of the first casts of
The Mikado' in America, and had
sung with numerous opera companies, lastly with the Anna Held com-

to be the Ma ife o. Shr This to be the Ma-bella stage, ife of George baritone. She sang Katisha in 'Mikado' and id other similar roles in Gilbert and Sultivan operas as well as in other productions. She was one of the out-standing operatic comediennes of her

JOSE G. LEVY

Jose G. Levy, 52, manager and dramatic author, died at his London home, Oct. 8, following long ill-

home, Oct. 8, 1010wms, 1000 mess.

Deceased had adapted many plays from the French, and for his services to French ramatic Art England, he was awarded the Legion of Honor by the French government. He was the proprietor of the Strand Theatire, and lessee and manager, of the it-tle Theatire, where he staged the series of Grand Guignol plays in 1920, and was responsible for many productions at this house.

HERBERT GLICKAUF
Herbert Glickauf, 60, Veleran newspaper man and pioneer road agent for musical comedies and pictures, died in Chicago, Oct. 11; of pulmonary complications. He was for many years a police reporter for the old Chicago Chronicle, the City Press Bureau and the Chicago Trihune.

une. came press agent for the LaSalle tre and later went on road ahead

of several Chicago produced musi-Later he piloted 'Camille' and 'Birth of a Nation' pictures. Burial in Chicago.

most of the United States from the top of a pair of stills, died Oct. 10 at Aultman hospital, Canton, O., from

at Aultman hospital; Canton, O., from pleuro-pneumonia.

Mr. Redmond, a resident of Los Angeles, was returning west from a sanitarium in New Jersey when he was stricken. Nationally known as 'Ri-Jack', Redmond, he had been a

WILLIAM CAMPBELL
William Campbell, 45, who has
been headquarteri in St. Stephens,
N. B., early summer, taking
engagements in niteries and picture
theatres both sides of the International border, died of attack

tional border, died of attack at Little Ridge, N. B.

He collapsed on the stage at the end of his turn, dying few minutes later. He had been making professional appearances for the past 20 years.

HARRY DANFORTH

waukee, died Oct. 20 of neart faiture. He was owner and operator of Danforth circuit in Wisconsin of over 21 houses, sold out and became one of the largest theatrical agents in West. He was also newspaper man. Survived by widow.

FRANK C. PRIEST
Frank C. Priest, former St.
Faul showman who managed Shubert theatre stock shows for many years, led at his home there Oct. 16.
Survived by his widow and one daughter. Burial in St. Paul,

JACK FREULER

reuler, 56, for the past 18 years in the still department at Universal, killed himself in Los Angeles Cet 17

His wife and two sons survive.

Wite of Bill Thomas, of NBC's New York press staff, died in childbirth Oct, 3 in New York. She was 25 years old.

Zukor Jubilee (Continued from page 5)

is great spirit we can look to even reater product and to even greater rosperity. Zukor

osperity.
Zukor is thoroughly optimistic
out business and about quality of
oduction. He knows what is going
in the studio and in every nook
ad corner of it. Every day finds
this day at an early hour. He

production. He knows what is going in the studie and in every nook and corner of it. Every day dads him at his desk at an early hour. He never leaves the lot before 6:30 p.m. His office is the scene of one conference after another.

Never day passes that Zukor doesn't stroll about the lot, visiting every set. He calls grips by their first names and his smile is, as much a Faramount institution the Faramount institution. The mountain its trademark. It have been in the show bisiness 33 years. I have had a chance to know what constitutes showman-shi and what will floor. That's why we doing the job-to the satisfaction of our exhibitors. It all gets back to the one word: Showmanship it isn't anything that can be defined in words. It's simply something that must be understood:

Under our present scheme of things we don't go off half-cocked. We start at the bottom and lay out a picture just as an architect would design a house. We insist that every hase of the production, from camera and props to the cutting room function in unison and on, lines that

single-sib-sepen-of-one color of the permy arcade. By 1905 he was running affine of motion pictures, and the permy arcade. By 1905 he was running affine of motion pictures, and the permy arcade. By 1905 he was running affine of motion pictures, and the permy arcade. By 1905 he was running affine of motion pictures, and the permy arcade. By 1905 he was running affine of motion pictures, and the permy arcade. By 1905 he was running affine of motion pictures, and the permy arcade. By 1905 he was running affine of motion pictures, and the permy arcade. By 1905 he was running affine of motion pictures, and the permy arcade. By 1905 he was running affine of motion pictures, and the permy arcade. By 1905 he was running affined the advantageous to take, a late of the permy arcade. By 1905 he was running affined to a dvantageous to take, and the permy arcade. By 1905 he was running affined to a dvantageous to take, and the picture should be produced to the permy arcade. By 1905 he was running affined to a dvantageous to take, and the picture should be produced to the permy arcade. By 1905 he was running affined to a dvantageous to take, and the picture should be produced to the permy arcade. By 1905 he was running affined to a dvantageous to take, and the picture should be produced to the permy arcade. By 1905 he was running affined to a dvantageous to take, and the picture should be produced to the produced to the produced to the picture should be picture that the must be understood. The picture should be picture that the picture should be pi

ni-ack. Redmond, he had been a stilts walker for more than 30 years, much of the time with the major circuses of the country. Surviving is a daughter in Los An-geles, Burial i Canton.

Harry Danforth, 75, for past six ears charge of Elks Lodge, Mil-vaukee, died Oct. 20 of heart failure.

Wife, 27, of Ernest Logan, manager of the Capitol theatre in St. Paul, died Oct. 11.

which Zukor now shares with his son, Eugene Zukor, is in strenge contrast to the little general store in Risce, Hungary, where he worked as a youth and saved the paltry sum which enabled him to, land in the U.S. 1898, a friendless immigrant with only 40.40 his name.

Zukor was successively an upholsterer, anateur boxer and baseball player and then, one day he found himself a pathere in a tur manufacturing concern. By 1904 he could have retired on about \$150,000, but a relative, Max Goldstine, interested Zukor and his partner, Morris Köhn, in the penny arcade. By 1905 he was running string of motion picture theaters in partnership with William A. Brady.

De Luxer's Arrival

lions.' Zukor formed Paramount Picture Corp. and tied in Lasky Fea-ture Co. product and Bosworth Pro-ductions with his own Famous Players to provi exhibitors with 104 pictures a year—two a week. From that time Paramount, with its production and releasing or-ganizations merged, grew to sigantic

ganizations merged, grew to gigantic proportions. The others drifted away, formed their own units. But Zukor remained at the helm.

Zukor remained at the helm.

Like every other business of the boom days, Paramount became too complex and when the depression cracked down upon the world Paramount took it on the chin. In every cloud there is a silver il ing. 'tis said, and not without reason. Some wise heads saw to it that Adolph Zukor was made a trustee of the bankrupt outfit. What he did to pull it through set it on its feet and save if, for creditors and stockand save it for creditors and stock-holders alike is now well known to the trade and financial world. Which is the reason why the show business takes its hat off to one of

In celebrating Adolph Zukor's 25 years with Paramount, the company is planning a four months' sales drive 1937, January through April. Is was discussed at the three-day is trick managed; convent held in St. Louis Friday, Saturday and Sunday (16-17-18), with subsequent plans to be carried out between now and the first of the year. Neil F. Agnew and other distribution executives, gether with publicity department representatives, flew to St. Louis for the three-day meet.

The four months' sales push will be known as the Silver Jubilee drive. No prizes will be given, as in most drives, to the district manager, exchange and film salesmen bring in the best results, but expected that quotas may be set for the sales force to shoot at.

It is in 1937 that Zukor celebrates his 25th year the picture industry.

All Paramount theatre operators

All Paramount theatre operators
nd partners will be contacted for All garangount theare operators and partners will be contacted for cooperation in putting over the four months' drive. 'After the push is over, Par will tender Zukor a banquet, either on the Coast or in New York.

Santa Claus, Inc.

(Continued from

ids would clip coupon

by ids would chp coupon 10c, also was spurned. Several vaude and radio offers have likewise been turned down, be-cause it was believed it would be

anything will be done Unitiesy anything will be done this season in commercializing Santa agency preferring to wait until some agency preferring to wait until some-one comes through with a more suit-able offer. Understood a big food-chai is readying a plan for next year, whereby Santa will be put on radio and kids asked to send in car-ton top with letter for which they-ill get a badge.

Downtown, Detroit

Burlesque Reviews

CASINO, PITTS.

ittsburgh. Oct. 16.
Lonks like George Jaffe, vet burlesq impresario, has at last found the
right combination. First break came
late this summer, when Variety,
house he operated for decade and
last season turned over to Izzy Hirst
when going got too tough, was consigned to ash heap and torn down to
make room for parking lot,
"That left' burleaver, end, to Inffe ittsburgh, Oct. 16.

signed to ash eap and to the down to make room for parking lot.

That left burleycue field to Jaffe alone again and it's taken him five years and plenty of coin to discover that the two-a-day at 5 top is definitely over. Yaude fairned that some He's Trinding yem out now and he's in a swell spot for that policy. Casino is the old Harris theatre, one of town's first vaude, spots, and it's located smack in the middle of Diamond street, the village's chief masculine thoroughfare, so the set-up for this type of entertainment is perfect.

mond street, the village's chief masculine thoroughtare, so the set-up for this type of-entertainment is perfect. Arst Jaffe was set to give 'em seature pictures with the leg art, but he wisely decided against that. Now there's about an hour of screen, all shorts, cartoons and newsreels, and four burlesq performances a day, five on Saturday. Shows are the regular Independent wheel attractions, but they're condensed into slightly less than 80 minutes. House operates only six has been up to the street of the street o

STAR, B'KLYN

The Raymonds' contribution to the burlesque is one of the best produced shows in this town. Unfortunately, it is also the dirties. Subtlety and the burlet was a subtlety and the comedy.

Rest of the town's impresarios might find it advantageous to take a gander at the Star's offering. Five production numbers in the two-hour show are more than the usual stage waits between strips. Even the line girls seem to sense the fact that they have something to work with. Plenty of good-looki costumes and scenery.

twists by Queenie King, a military tap by Madge Carmyle and classical wiggle by Bonita Germaine are all well handled.

wiggle by Bonita Germane are au well handled.

Strippers are somewhat restrained here. Girls time their stuff and never exceed the limit. Comedy, however, seems to be the meat of the audiences, there is no disappointment. Peggy Reynolds, Bonita Germaine, Madge Carmyle, Ruth Donald, Viola Spaeth, Pat Paige and Queeni King are the exponents. Miss Kistyle resembles an oriental dance i stead of the customary parading, is novel.

stead of the customary parading, is novel.

Jack (Tiny) Fuller is the No. 1 comi and wows 'em. Telephone booth and dentist's office bits both get plenty bluing in Tiny's hands. Assistant comics are Bert Carr and Gus Shilling. Ted Blair and Charles Care, singers, also help in raising the blair of the singers, also help in raising the blair of the singers, also help in raising the singers, also help in raising the singers when a partial that a string the singer in the singers are singer to the singers and the singer than average announces from stage that theatre is strictly union and that paraders are misleadi. So what?

Atlanta's Picture Censor Hot-Potatos Burley Squawk

Atlanta, Ga.

Mthile Sherwood L Astin, man of Atlanta Board Review, local film censor board, admits the matter, out of his jurisdiction, he has written a letter to Mayor James L. Key, asking the latter to take action against the objectionable shows being staged at the Atlanta theatre, local talent outlet of Eastern Burdens

local falent outlet of Eastern Bur-lesque Assn.

Astin claims he has had numerous complaints from people who think he has authority to tone down the performances and, in his letter to the Mayor, declared that he had attended a performance at the Atlantand found the complaints absolutely justifiable.

instituble.

Mayor. Key passed the buck to his police chief, who, turn, sent policewoman over to catch the show. The femme minion of, the law reported back to her superior that, in so far as she could see the squawks

so far as she could see the squawks were unjustified.
Similar agitation led to a raid arrest of manager and principals i previous burlesque venture here two years ago. Eastern wheel took over house several months ago and has been doing good business with road shows.

Independent Burlesque

Week of Oct. 25

Chicage

Hi-Hyers — Open

Hi-Hyers — Open

Hindu Beles — Gayety

Beauty Parade — Lyric

Wed, Capilol Reading, Thura

Malestic, Williamsport, Sat.

Rad Rhythm — Troc, Philadelphia

Red Hof — Hudson, Union Citys bury,

Too Hot for Paris — Howard, Boston

China Dolls — Empire, Nowark,

Spaed, and Sparkler Gayety, Washington.

Gayety Baltmore.

Reorg Under 77B for Young's Pier, Atlantic City; New Setup Approved

Atlantic City, Oct. 20.

Three trustees to manage the corporation owning Young's Million Dollar Pier here, pending reorganization under Section 77-B of the U.S. Bankruptey act, were appointed Saturday (7) by U. S. District Judge John Boyd Avis in a preliminary hearing in Camden.

Trustees are Isadore S. Wanner assistant of the Company of the Company

hearing in Camden.

Truistes are Isadore S. Worth, former assistant U. S. attorney at Camden: Clarence K. Crossan, treasure of the Associated Realties Corp., owners of the pier, and Alvin Poffenberger, president of the Atlantic City Board of Education and a hotel operation.

The hearing was for approval of The hearing was for approval of a petition filed with the court to effect the reorganization of the \$3,000,000 company. Judge Avis gave his approval before appointing the trustees, who were required to put up a \$30,000 bond before qualifying to possess books and other interests of the company.

books and other interests of the company.

Approval was opposed by John MacMullen, attorney for a group of stockholders representing more than \$100,000 of outstanding bonds of the company. Bonds totaling \$558,000, due March 1 of this year, are unpaid with interest from Sept. 1, 1932.

The petition sets forth that the action was authorized at a special meeting of the directors, Sept. 18, 1936, and stated that the firm was unable to meet its obligations and seeks to organize. Assets of \$3,108,-116.48 and liabilities of a similar amount were listed.

Waiter Hanstein, attorney for the realty company, said \$675,000 in bonds were issued in 1906 to build the big amusement pier, which only \$116,000 has been paid off. Taxes for four years totaling nearly \$120,000 are owing on the holdings, which include, in addition to the pier, a block of land along Arkansas avenue from the Boardwalk to Pacific avenue.

Petition presents a request of the

avenue. from the Boatcwank to rarcific avenue. Petition presents a request of the corporation that it be organized as the 'Arkansas Avenue Corporation' and take over, free of mortgages, all assets of the old company. It wishes to issue '\$300,500 of 10-year bonds, and a like amount of 15-year bonds. One hundred shares of common stock at \$1 each were asked.

Assets of the corporation are listed as follows Cash, \$28,652.40; stocks and bonds, \$28,269.99; rents receivable, \$12,381.50; ills receivable, \$700; personal property, \$15,737,56; real estate, \$1,737,296.43; profit and loss, \$1,232,201.34, and unearned insurance, \$4,877,24.

\$4,877,24.

Liabilities are listed in part as follows: Bonds, \$2,225,545; depreciation, \$570,019.29; mortgages payable, \$73,-276,25; capital stock, \$100,000; taxes id, \$119,777,89.

DOG RACES OUT IN CAL.. L. A. JUDGE DECLARES

Los Angeles, Oct. 20.
Dog races in Southern California
have been declared illegal in a decision handed down by Superior
Judge Lewis Howell Smith. Judge cision handed down by Superior Judge Lewis Howell Smith. Judge held that, although the legislature had enacted laws permitting horse. Lacing and pari-mutuel-betting on such races, it had not repealed the penal code section governing dog racing and bookmaking on such. Decision was made in case of Ray-Hawley, arrested in connection with

Decision was made in case or may hawley, arrested in connection with the operation of a dog track at Culver City. Hawley's attorneys contended that the anti-gambling section of the penal code was impliedly repealed, through enactment the horse racing law.

Elevating the Eiffel

Paris, Oct. in iffel Tower refurbished to tune of \$135,000 will greet visi-to next year's expo. With this tors to next year's expo. With this amount the Paris Municipal Author-

amount the Paris Municipal Authorities and Exposition Committee amounces the tower will be turned into one of the principal attractions. Some \$85,000 will be spent on new elevators and building two modern restaurants on the first floor. About \$50,000 will be spent on general repairs, reconstructing the narrow winding stairways and repairming. The outside balcony of the second floor is to be transformed to give a view of the entire Exposition.

Indoor Village

Detroit, Oct.

Several villages and special tures of the Great Lakes Exposition, the Frontier Show, Fort Worth, and the Panama-Pacific Exhibition, San the Fanama-Facilic Exhibition, Si Diego, have been booked for Co vention Hall here Oct. 29 to Nov. Local organizations are sponsori visit, which will be called t 'Streets of the World.'

POSTAL INSPECTORS ASK **PANGBORN MAIL REFUND**

Dallas, Oct. 20 Investigation by postal authorities here was added last week to troubles besetting Clyde Pangborn in connec-tion with his attempt to span Atlantic by air.

ir.
-operation with Texas Cenan co-operation with Texas Cen-tennial, he announced plans to start hop from Dallas July 18. Philatelists in this section placed letters and other souvenir articles for flight, letter cost averaging 75 cents. Postal inspectors say money has not been refunded.

inspectors say money has not been refunded.

Centenni withdrew sponsorship after disagreement between Pangborn and financial backers which caused several postponements of jaunt. Latest development came Saturday (17) in Trenton when Pangborn asked court to appoint trustee to administer fund raised by Texas stamp collectors. His ship, Sky Ranger, Scaught in legal snart and can't be moved without court permission up there.

Barnes Trick in Quarters After 15.593 Mile Trek

Los Angeles, 20.

Al G. Barnes circus is in winter quarters at Baldwin Park after a 27-week tour covering 15,593 miles. Trick opened in San Diego, March 27. Biggest jump was from Phoenix, Ariz., to the home lot, istance of 440 miles.

News From Dailies

(Continued from page 69)

oney, former screen actress om George L. Mooney, actor

Kitty Leeds, stage actress, granted divorce from Max Landow, film cameraman. A Aftermath fisticuffs between Louis Rantz, assistant producer, and Erman Pessis, studio pa., was arrest of Rantz posted by Afternation of the Control of

Suit for \$50,000 damages filed in L. A. by Lillian Kinsinger against Clifford V. Herbert, son of Victor-Herbert. Woman charges: Herbert promised to marry her when he was not free to do so.

L. A. court grass, divorce from the county from

Ft. Worth Officially Closes Oct. 31 But May Extend With Revision

Fort Worth, Oct. 20.

The Fort Worth, Oct. 20.

The Fort Worth Frontier Centennial will close Oct. 31, the management announced, but there is a possibility, it will run two weeks beyond that, weather permitting.

Paul Whiteman must leave Oct. 37, however. Billy Rose, director general, explained that if the show is extended beyond Oct. 31, another name band will be booked in for two weeks at Casa Manana and acts in the revue there will be changed.

The expo cleared, \$27,000 last week, according to the management. Three performances at Casa Manana have been required on Friday and Saturday nights the last two weeks and this schedule will be followed for the duration of the expo.

Option was taken up by Woodbury for Judy, Anni and Zeke to continue through

Two units being rehearsed here for vaudeville tours. One will collaterstate houses with Sally Rand as the name and the other will bear a Centennial title also. The latter will try out in small Texas cities.

Rodeo Hits 20G Gross For Garden Night Show: **Cowboys Go Showmen**

For the third successive season attendance at the rodeo at Madison Square Garden has increased. Saturday (17) night saw the peak gossince the western show was introduced in the east. It was estimated that the gross was \$20,000. That mark was around \$4,000 better than any previous performance.

Long lines were at the gallery box offices, top shelf going clean, for an actual surraway. Same applied Sunday afternoon.

The sense of showmanshi evidenced in the 1935 rodeo at the Garden is even sharper this year, and that's probably accountable for much of the trade. The cowboy tossing carnival, as now presented, is a firstrate entertainment, besides being a novelty exhibition.

Among items not usually associated with rodeo activities but included with rodeo activities but included

Among items not usually associat-

novetty exhibition.

Among items not usually associated with rodeo activities, but included on the Garden program for amusement effect, are such things as a posing high school horse, a horse-shoe pitching exhibition, midget bucking horse, a mounted basketball game and a roping exhibition by the McDonald kids from Texas.

The roundup is routined in showmanly fashion, with a novelty number preceding each exhibition of the cowboy art; There is constant comedy, either from the contestants themselves; or from a pair of clowns, who work down at the west end of the arena and tease the stock. Another I augh-grabber, and always surefire, is the wild-cow milking event, in which the cowboys work in teams. They must rope a small wild cow, then grab it; while one of the partners, holds on, the other milks the cow into a pop bottle, rushes to a goal line and then back to the corral without illing the milk.

Of the 16 items on the program,

rushes to a goal line and then back to the corral without illing the milk.

Of the 16 items on the program, eight are contests, in which the cowpoys and girls gain their prize money points, and the rest exhibition numbers. Competitive events are bareback brone riding, cowgirls brone riding, steer wrestling, cow milki steer ri ing and wild horse 'race'.

As far as actual contents go, the program isn't much changed from last year's show, but the routining is much improved and the whole affair runs off like a well-staged amusement enterprise.

Col. W. T. Johnson runs the show and owns most of the stock. Everett Johnson directs the band, which is on throughout the show. Another innovation is constant announcer into over the mi which keeps the Bronx cowboys u what's going on down thar.

Walkathon Banned

walkation Danned
altimore, 20.

Police in the upstate town of Fredcrick, Md., cracked down
shrouded: a walkathon Saturay 117),
day it opened a dancehal).
Charged as a public issance. First
grind event of sort Frederick, town
of 12.000 population, ever had staged
withi its precincts.
Ray C. Alvis, operating the
athen, will face the 'nuisance' charge
at a hearing in burg's circuit court
next Monday (26).

MEBBE ANOTHER FORTNITE Dallas Plans Host to Latin Nations For 1937 Fair, Also a Casa Manana

Double Trouble

reenville, Oct 20.

A Downie Bros. circus truck left the road between Greenville and Union, S. C., overturning and injuring several people.

Ambulance, which answered call,

Ambulance, which answered call, turned over three miles from first accident after blowing a tire, further shaking up accident victims and seriously injuring ambulance driver.

BILLY ROSE, HANK FORD AT CLEVELAND IN '37

Cleveland, Oct.

Cleveland, Oct.

Backers of Great Lakes Expo, which wound up first 108-day session with attendance of 3,979,229 only 25,000 short of its quota, will try to avoid this year's boners by reopening it earlier next year and revamping most of the lake front setup.

Although in the red for this season, 5500,000 needed for ho. running expenses: has already been underwritten. Future expenses won't be so high, figure the sponsors, who are aiming more for national publicity

so high, figure the sponsors, who are aiming more for national publicity than dough, since 1936's gross nearly paid off construction costs.

Exhibitors' buildings:
Exhibitors' buildings:
being weather-proofed, everything nailed down and guards put on for the winter.
About 20 new major stands or buildings to be built for new concessionnaires, the biggest one to be probably occupied by a Ford exhibit.
Henry Ford didn't come in for 1936 show, but is practically sold on the lext one.

Ed Hungerford sent hack all his

next one. Ed Hungerford sent back all his borrowed locomotives and ancient trains to original owners, fatty saying Lake Ere's weather ruined his outdoor Parade of Years. Billy Rose blew in for finale to look over Hungerford's site, which he wants to take over. Won't stage another 'Jumbo', but vaguely reforted it would be a bigger and more expensive spectacle than that lemon.

but vaguely retorted it would be a bigger and more expensive spectacle than that lemon.

Florida exhi it to be increased in area by 60% by Earl Brown, director of it. Grounds will be extended to the midway, covering a total of 145,000 square feet.

Financial status for 1936 is being complicated by recent explosion in civic stadium, which was part of the entennial. Although backers are not blamed for blast, caused by accumulated gas in a storage room, city's law director claims they must pay 190,000 for repairs stadium. Rental contract doesn't, expire until March and calls for return of property to city in same condition as when was leased. Expo fighting the case, as repair bill would make a tough dent in 1937 budget.

Ft. Worth Figures

Ft. Worth, Oct. Editor Vaniery

Bill Rice's column in your issue of Oct. 14 says 'Ft. Worth Fron-tier Show is taki a terrible beating. Bill Rose's batting average now about 250'

I do not know the source of Rice's formation, but he is far from ac-

curate. of 14 weeks of operation the show has had but one losing week, when it rained four days. The loss for that week was \$1,387.31. To date it shows a net operating profit of approximately \$235,000. and for the week ing last Saturday netted approximately \$27,000.

show a night open-air opera-tion and entirely at the mercy of the weather, but only rain hurts. Even when overcoals have been essential, attendance has not been cut down. Casa Manana is now play! to the biggest business of the season,

Dallas, Oct.

Centennial conned attendance figures of second consecutive bi weekend fall season and projected Pan American theme as basis for revival in

day (17) total to 4.964.brought season

Day has been exceeded opening June 6 (117,625), (113,161) and June 12 (101,848).

Nine special trains converged on expo Satui — we bringing football fans from Tennessee for SMU-Vandy skirmish. Several brought school kids in line with official state school kids in line with official state co-operation in sponsoring attend-ance by 2,000,000 Texas moppets for educational goggling. Of Saturday's gate, at least 10,000 were of free variety.

As expo moguls plotted turore over the 5,000,000th visitor, suggestions were revolved for opening fair year. Ray Foley, assistant to gen-eral manager, heaved straw in ind-with proposed Pan-American expo-sition next year. Industries and governments of Mexico and Central America would be tied in with idea of Dallas as gatoway to Latin coun-tries for tourist travel. No official decision before closing Dec. 1. In regard to 37 schedule, some of

decision before closing Dec. 1.

In regard to '37 schedule, some of larger exhibitors favor reopening i April for three months, then closing for summer siesta during July and faugust before opening for second three months in September. If expodes reopen, second version will tear leaf from Fort- Worth book for at least one production similar to 'Casa Mariana.'

Mebbe Billy Rose

'Cavalcade,' historical' spectacle which expects to show to 1,000,000 before 'Closing,' undoubtedly would open again. That Billy Rose is investigating possi litty of a spot next year is seen sudden series of jaunts to Dallas for visits past week.

jaunts to Dallas for visits past week.

ign of returned, prosperity to
Midway was reopening of Hollywood animal show. It will be operated under eye of Receiver W. J.
Blackburn, who has kept spot dark
for several weeks. closing of
John Sirigo's, place, combo. tickets
have been honored at Streets of All
Nations.

Centennial now operating three show places, 'Cavalcade,' 'All Nations' and 'Whirligigs,' the latter a combo variety-minstrel \$ affair amphitheatre.

National Dairy show closed Sat-urday with Governors Allred of Texas and McAlister of Tennessee presenting grand awards. National Swine Show succeeded boy!

Duke Ellington came in Sunday for three-day stand at fair. Expo arranged second Negro Day for Monday which called for full sched-ule by orchestra director. Negro school kids from over state also due.

MIX CONTINUES SEASON TO CLEAN UP VA.-TENN.

Norfolk, Va., Oct.

Norfolk, Var., Oct.

iz is so good that Torn Mix's
circus is just going on and on, according to attaches of the outfit playing Norfolk, October 19-20. Was set
to end it for the season after packing
em in during Florida-tour when idea
struck to free lance a bit in the
Carolinas, three weeks ago. This
worked out so well that tenters came
into Virgini.

May go into Tennessee if pickings ontinue worthwhile,

Mich. Prospers

Detroit,

Casa Manana is now play! to the biggest business of the season, with three shows necessary on Friday and Saturday nights.

M. North, Jr., Worth Frontier.

Morth Frontier.

Morth Frontier.

Jo'burg Empire Exhibition

The exhibition is attracting big crowds, and the outfit looks like making money. A large real ie when the manage with state of the manage of the management of the management



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HAL KEMP

CARLTON KELSEY

HENRY KING ...

WAYNE KING

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64 PAGES

NEW STYLE MIDWAY IN 19

Rehearsal Club, Suddenly Popular,

opening of Stage Door at the Music Box, N. Y., there has been little rest at the Rehearsal Club, 47 West, 53d street. Sightseers and curiosity hounds are tracking the club residence down and angling for an inside look. Only those with credentials can get past the doorman now.

now.

The 44 girls registered there are taking the show's resemblance to their own lives with a smile, but resent the boarding house label. udden publicity has made a few elf-conscious. All have their own latchkeys, they claim. Flexible rules have been laid down to meet the demands of working in the theatre.

Specially at Junchenn and dinner specially at Junchenn and dinner.

specially at luncheon and dinner sectain at nucleon and unner-have the new faces been cropping up... Everything is on a membership basis, so the general public is co-stricted, but, of late strangers have gotten by and meandered around through the various rooms.

through the various rooms.

Mrs. M. J. Chapman, who in charge, could not understand at first, but now she blames the George S. Kaufman-Edna Ferber play. She too, dislikes the boarding house constant.

ception:

Girls living there pay an average of \$12:39 a week for room and board. Place reflects "boinery atmosphere and shuns any aura of sanctity or forced refinement. Girls are studying working or waiting." They lean towards legit, use raide as fillerinner, and dream about Hollywood.

Board of directors steers the man-agement. Mrs. F. W. Robinson is president. Members take turns at presiding in the dining hall through-

(Continued on page 31)

HOOVER WITH G-MEN IN TWO-REEL PICTURE

Charles E. For completed production on the two-reel adventure picture. You Can't Get Away With It. He supervised the producti and shooting of scenes in Washington, D. with J. Edgar Hoover and G. from the fed-bureau of investigation portraying all of the roles in the film. Picture now is in the cutting room, and is set for release as soon as this work and editing is done. Bill Miller was chief lenser on the job. Subject differs from other G-man ictures in that real federal operating factual episodes.

A Republican Standoff

rk betting commissioners

New it betting commissioners report several instances during the past week of rominent Republican supporters lie hoosing irection.

One showman who contributed \$25,000 to the Republican campaign fund, found a Landonite customer for a 2-to-1 bet and laid \$50,000 at the odds. He figures that's the only way to avoid a total loss.

'Variety's' Gene Dennis

ick Fishell, Variety's Gene Dennis, did all right for himself again Saturday (24) by batting 1,000 on the football selections. One more week like that and the staff muggs will chip in for a crystal ball and turban and send the staff muggs will chip in for a crystal ball and turban and send the staff muggs will chip in for a crystal ball and turban and send the week's prognostications gave Fishell 14 rights out of 16 games, with two ties and wrongs. His batting average on 61 games to date is 820. Variety isn't accustomed to such service. The topper was a cablegram

The topper was a cablegram from this sheet's London office requesting Fishell's opinion on the Blackpool-Tottenham match.

SIMPSON GAGS **OUT FOR AIR COMICS**

References or mentions of Wallie Simpson. with the candidates in the presidential election, are on

in the presidential election, are on the list of tabous for air comic programs. Comedians of late have warned their gag men and script writers to steer clear of any allusions to the English affair.

Similarly, stations in New York are generally turning thumbs down on mentions of Mrs. impson. One special events man presented the idea last week of coning to Baltimore and

last week of going to Baltimore and interviewing Mrs. Simpson's friends and relatives, and was promptly ad-vised to lay off. Explanation was

(Continued on page 50)

Mile-Long Midway to Side Time-Worn Carny and Sideshow Attractions -Must Be Sock Specialties and Shows to Attract Surpass Both Pix and Radio in Pulling Power, Is the Idea

CONVENTION BOOM

Realization that old-time carny and midway attractions no longer intrigue today's public, preliminary plans for the mile-long midway at New York's first World's Pair in 1939 call for attractions that will surpass both ictures and radio drawing power. A new note in entertainment is to be the goal of those formulating arrangements for the gigantic amusement street. Backers of the fair realize that satisfied concessionnaires will go fain taking the year long show off the nut. Hence, the zeal for getting something exposition.

Attractions for the midway will stretch along one largest lagoons on the fair ground. They will front the water and will constitute the longest open-air stage in the world because arranged in stage-like array.

Another factor that will lift the

like array.

Another factor that will lift the general amusement level of the (Continued on page 10)

Crime Doesn't-Fairs Do

Spartanburg. Oct. 27.
velyn Frechette, former Chi hat
check girl and illinger gang gun
moll. is-touring-the-South-on-two
months' schedule, telling the folks at
fairs, etc., that 'crime doesn't pay.
Opened last week at the Hickory
Fair.

N.Y. WORLD'S FAIR 'Variety' Mugg Finds Out How WOR Resents Its 'Stage Door' Takeoff WITH NEW SHOWS Plays Knock-Knock; Vox Pop Pops In

Biz Before Whitehead

Harry Shafter, agent, last week received an offer from Loew's for the Mangean Troupe and after three days was still trying to get in touch with the act.

and after three days was sun trying to get in touch with the act.

The fourth day mooched by the Palace and saw Mangean toting a picket sign i behalf of the A. F. A. He made the offer. the offer spot, where-upon Mangean handed his sign to another picket and walked off with the agent to close the deal.

REDUCED USE OF AMATEUR **FORMULA**

Network quota of amateur hours will be reduced to one and a half-first of next month when the Feena-mint stint over Mutual undergoes a revamping that practically douses first of next month when the Feenamint stint over Mutual undergoes a revamping that practically douses the simon pure angles. All that remains of the web ams vogue thereafter is the Bowes job for Chrysler (CBS), and half of Fred Allen's Bristol-Hyer stanza (NBC Red). Latter, however, is in a class by itself with the tyros being called i lefty to keep Allen from drai comedy stuff too fast.

Removal of practically all am performances from Feenamint "National Amateur series is due to the demise of the vogue. Couple so-called tyros will be inserted i each program because, the sponsor doesn't want to change the title of his but these performers will be mainly professional amateurs. Variety and (Conti

By BOB LANDRY

It was sheer incidence, body was sitting around sort of accidentally notice that it was 10 o'clock when doorbell rang and who should walk in but two from Station, WOR draggi cables behind them. As it happens they were just putting a program on the air called Let's Visit' whi was the statis, it's essens, at 10 o'clock every Sunday night.

How do you an affable

Sunday night.

How do you an affahle young-gent wearing earphones and carrying a magic wand. You're madame of the house, believe?'

Just call me Mae West, id Toots, and this the lold man.

I hope you don't mind my ping in on you this way,' affable young man, but you see we've got this sustaining program on our hands and we're looking for a sponsor.'

sponsor.'
'Ah,' chirped the host,

"Ah,' chirped the host, creatures-sponsors,"

'Oh,' said the a. y, m., as he patched together a temporat, break i the cable plug caused by Clark Cetts fleeing in dismay at the prospect of publicity, 'oh and ah,' and please don't step on the whes, I see you are familiar with radio.' 'The guy laughingly referred to as the head of the house in a city 7,000,000 people (Continued on page 45)

CBS Nixes Comm'l for Election Returns; NBC Hasn't Decided Yel

NBC is trying to decide whether to permit the stations it owns and manages to commercial the election returns, while Columbia has already set a policy for the event. Latter will not let any advertisers horn in locally, on the statistics and commentar flow the night of Nov. 3 unless they are regular news program customer (f the individual CBS-owned stations; Dominant opinion among NBC officials last week favored having the returns remain, as in previous years, unniterpolated by commercial nouncement. Another angle that cauring NBC to hesitate about give the nod to its own stations precedent that it may have to estoblish for the network. If it's okay for NBC-owned stations to commercial and the network is a sustaining program, a similar privileze will also have to be extended to afallated stations.

Lehar 'Thinking It Over'

Invitation of Metro to Fr

Invitation of Metro to Fr to visit. Hollywoodsidered by the composer.

MG intends film his opercita,
Count of Luxemburg: which itwould like the assistance of Lehar
on supervision. Reply to the bid
was Lehar would think it over.

\$5,000,000 a Year Record Cabaret Biz; Being Done By 3 French Casinos

Cinema for 400,000

Berlin, Oct. 27.

What is claimed to be the largest open-air cinema in the world has been erected in Leonhard's lace. Brunswick. Gigantic scaffolding was erected to support a screen 36 feet by 48 feet broad. Illumi apparatis with 1.2 million candle power, has been installed so as to ensure good visi illty for patrons at 530 feet distance from the screen.

Ordinarily there will be accommodation for 200,000 spectators, but, by constructional extension of the premises, it can be made to hold 400,000.

-time world's record high cabatime world's record high caba-rct business being done by the French Casino syndicate embracing the Broadway French ino, the French Casino Miami (during eight, winter weeks only) and the London in London, Among em they grossed, approximately, \$5,000,000 last year. Broadway spot alone showed a net profit of \$500,000 duri that 12 months.

duri ' that 12 monus.

staggering ich all'
the other class niteries hold up as
au example of what ultra entertainment can fetch i the way of big
money, already has had a si lificant
influence on, show business in gen(Continued on page 27)

Reported that John Maxwell will be knighted when the next honors list rolls around.

Sir John Maxwell?

list rolls around.

His production of 'Regal Caval-cade,' glorifying the late, 'King George, it was hoped would turn the trick, ut failed, Cornering of Gau-mont- ritish from American in-lerests is looked upon as the final deci.

List of Sirs, et al., around New Year, tion may hold it up.

Crooning Cowhands from Hollywood Shell Out \$8,000 for McCoy Rodeo

Everybody who who isn't in Hollywood?—spent last weekend on the Mojave Desert playing stooge, shillaber or just plain

ing stooge, shillaber or just plain palm-slammer at \$1 a slam to the cowboys of Victorville who staged the only non-professional rodeo in ielers say, the world.

Crooning cowhands from the Rio Grande, ringers, money-ropers, studio sune-shots, and even stars of saddle had to applaud while an \$8,001 gate went to guys who manicure steers for \$30 a month as a career, it sure was tough on the stars, acting as stand-ins and stooges for guys who never won a prize before, even in their own biz.

Foster designed by Harry Langdon showing one cowboy trying to rope as teer and spelling out Victorville; and another cowboy trying to rope and sevent company trying to rope and another cowboy trying to rope

and another cowboy trying to rope the same steer and spelling out 'Ro-deo' and both missing the calf was an honest tipoff as to the quality of the

deo and both missing the call was an honest tipoff as to the quality of the performances.

But that didn't stop Rex Bell, Fred Stone, Bob Montgomery, Groucho Marx, Bill Hart, Rex Beach, Peter B. Kyne, Francis Lederer, George O'Brien, Clark Gable, Bing Crosby, Wallace Beery, Joe Cunningham, Jean Hersholt, Buck Jones, David Manners, J. P. McEvoy, Irving S. Cobb, Jim Tully and Harold Bell Wright from shelling out sawbuck to see the fun, and what's more, whiting publicity ieces to plug the show and doing it so well that the spees got hold of tickets and nicked the late-comers for doing their job so well. More fun. Some of the overset had to repair to the Green Spot cafe and hear the results via the Legion's loudspeaker. Gioueho, who took the billing of Gaucho for the day in the hope of crashing as a non-pro from the pampas, admitted to a gang at the cafe that up to the time he was 15 he thought a cow was something that was either painted on a milk wagon or one of his aunts.

He pretty proud of being chosen as a member of the advisory committee, which was so exclusive it included every name in Hollywood.

At included every name in nony-wood.

One of these days if they persist in coupling my name, he confessed, with Ken Maynard and Buck Jones and other eminent rangers, I'll be forced to don a pair of overalls, ich-heeled boots. I ogalion, kelly and a blug off-tobacco and join a hill-billy, act in, vandeville.

Old Cowhard from Grand Concourse Harry Carey, the Brohx cowboy, who really owns a ranch and has 20, years, conceded what drew him to Victorville was that it was (Continued on page 25)

N. Y. to L. A.

Gary Cooper. E. B. Derr. Hector Dods. Florence Eldredge, Paulette Goddard. Edward H. riffith. Miriam Hopkins. Johnny Hyde. Walter Woolf King. Ernst Lubitsch Arch Mayers. Rex O'Malley Merle Oberon Merie Oberon. Mary Pickford. William Pierce. Herb Polesi Merrill Pye. Gregg Toland. Claire Trevor. Vicki Vann. Al Woods.

L. A. to N. Y.

E. A. 10 N.
Eddie Acuff.
Lou Anger.
Lou Anger.
Dr. William, Axt.
Rex Beach.
Marguerite Churchill.
Richard Dix.
Douglas Fairbanks.
Dick Foran.
Mitchell Gertz.
Marguet Grahame. Margot Grahame. Nedda Harrigan. Nedda Harrigan, Tom Harrington. Rosalind Ivan, Sheldon Jett, Martin Jones, Melchlor Lengyl, Peter Lorre.

McKinley Pic Cast

Hollywood,

Hollywood,
Victor McLaglen draws the lead
at 20th-Fox in 'Private, Enemy.'
He plays a toughle in the terror
reign by bank robbers during McKinley' presidency.
Sidney Blackmer will play role of
Theodore Roosevelt at the time he
was vice-president under William
McKinley, Story adapted from 'The
McKinley case,' by Melville Crossman, soon to be published in Liberty
mag.

mag.
Allen Rivkin and Lamar Trotti are scripting and George Marshall will

urect.
Weeks of testing ended last Saturday (24) at 20th when Frank Conroy drew the hod for the McKinley role.

PAR'S CONTRACTEES FOR COOPER'S FINALE

Hollywood, Oct. 27.

Number of Paramount contract players will be used in Souls at Sea, Gary Cooper's last chore for the studio. Those already cast are Helen Burgess, Robert Cummings, Virginia Weldler and Anthony Nace. Henry Hathaway and Grover Jones will co-produce, with former also directi. Jones did the script.

Garbo's Napoleon Saga After 'Camille'-Vacash

Hollywood, Oct. 27.

Greta Garbo will take two months' vacash on finishing 'Camille,' destination unknown, which usually means Sweden.

After that layoff, io announces she will definitely not retire from the screen, but will return to Metro for next picture, 'Beloved,' tale of the love of Napoleon and Maria Walewska.

Charles Boyer will play opposite Garbo, but not as Napoleon. Charces are John Barrymore will portray the big little guy, who won't loom so big in the Garbo script as he does in French histories.

Hale in Glory

London, Oct. 18.

Alan Hale has signed with Criterion, for a feature part in 'Jump for Glory', set for production at Isleworth studies Nov. 15 with Raoul Walsh irecting. Hale came over to play in 'Flodden Field' eight weeks ago, but found on arrival that it had been postponed.

Douglas Fairbanks. the star role 'Glory.'

Marguerite Churchill Set for New Hecht Play

Hollywood, Oct. 27.
Marguerite Churchill has obtained a layer of absence from Columbia to appear in Quito and Back, Ben Hecht's new play on Broadway. She completed her part in Col's 'Legion of Terror,' last week. Legion of Terror, last w Rehearsals start Dec. 1,

\$135,000 BY M-G FOR TDIOT'S **DELIGHT**

ilm rights of Robert E Sherwood's 'Idiot's Delight' practically closed by Metro early this week. Reputed price was \$155,000. Two other picture firms were in the bidding but dropped out. Play is current at the Shubert, N. Y., with Alfred Lunt and Lynn Fontame heading the cast. It has been drawing top grosses among the straight shows, takings being well over \$22,500 weekly.

Delight' was produced by the Theatre Guild last season under the old managers-authors mi imum basic agreement. Author and producer will split the film coin equally. Under the new contract, authors receive 80% of picture rights money. Understood the Lunts are in on the managerial end.

SAILINGS

SAILINGS

Nov. 4 (New York to London),
Mr. and Mrs. Douglas Fairbanks
(Queen Mary).
Oct. 29 (Genoa to New York),
Milly Monti (Conte de Savoia).
Oct. 28 (New York to London),
Merle Oberon, William Wyler, Jack
Whiting, (Aquitania).
Oct. 28 (London to New York),
Sidney Kent, Marion Davies, Nigel
Bruce, Max Thorpe, Sally Eilers, Ricardo Cortez (Queen Mary).
Oct. 25 (Los Angeles to New
York), Charles Chick Lewis (Pennsylvania).

sylvania). Oct. 24 (Los Angeles to Honolulu), Gail Patrick, Jean Edwards (Lur-

line). 24 (New York to Paris), Mr. and Mrs. Donald H. Long, Ladislaus Medgyes (Laffayette). Oct. 24 (London to New York), John W. Hicks, Jr. (Manhattan). Oct. 24 (New York to Naples), Charles Ballance (Rex).

ARRIVALS

Alan Hale has signed with Criterion, for a feature part in 'Jump for Glory,' set for production at Isleworth studies Nov. 15 with Raoul Walsh irecting. Hale came over to play in Floiden Field' eight weeks ago, but found on arrival that it had been postponed. Douglas Fairbanks, the star rolling Glory.'

Chan Goes B'way

Hollywood, Oct 27.
Twentieth-Fox has set 'Charlie Chan an Eroadway's a next opus for Warner Oland in the Chan series.
Actor washed up 'Charlie Chan at the Opera' last week and left with Mrs. Oland on a New York vacash.

Actor washed up 'Charlie Chan at the Opera' last week and left with Mrs. Oland on a New York vacash.

Foreign-Language Indies Take The Rap for That H'wood Hope

and British films in the east are annoyed with the major picture companies in Hollywood on the matter

panies in Hollywood on the matter of borrowing prints but don't know just how to rebel.

Matter affects the foreign languagers definitely and is a costly one, they im. Filmers on the Coast have gotten into the habit of asking the indies to let them the Coastlies) look at pictures. Thus, one distrib of language pictures in New York last year has 63 requests from Hollywood for prints.

Distribs are affaid to turn down the Hollywoodians. Any foreign language film is always a potential big money subject in that some Hollywood studio may buy it for remake. But what actually happens,

the di im, is that some director or hears about a picture and wants to look at his own pleasure, sends for Or some director hears of a directorial or pictorial effect i a foreign language picture—and sends for it. Or a European actor is being considered, and the studio looks up his previtous foreign films. Or there's a story twist that someone hears about. With the indie distrib not only paying the tolls but being deprived of his print for the time involved, since most of them work with only one or two prints.

And yet, every once in a while, Hollywood does buy a picture for remake, so the distribs are getting more and more annoyed; also more and more worried by lack of a defense.

Hash and Rehash

The Difference
About the only remaining difference between amateur and professio
lows, is that in an amateur show the actors are sure of being paid of

Rules for Plokets

Members of the Screen Actors' Guild are contemplating joining mt clans and vaudeville actors on the pro-stage show picket lines at the p ture theatres. —News Item from Ho, llywood.

If the stars are serious about coming east for picketing purposes, thad better find out what it is all about beforehand. A few basic rules picketing decorum, as follows, may help:

Don't worry too much about what to wear. Something simple, such a silver lame gown, princess style, with crepe suzettes hanging from shoulders, by Adrian, is sufficient.

Always keep one hand free for signing autographs.

Find out in advance the width of the theatre front and remember turn around and start walking back when reaching the end. Otherw you may wind up picketing a cigar store.

What They're Doing

An exhaustive survey by this department reveals that, with the n season under way and vaudeville's comeback still as distant as the 1 row in the Music Hall, a lot of folks have given up and are landing of gainful employment for the winter.

Al E. Opp and Co. veteran perch act, is down in Washington trying land a government job. According to their bi the Opps can balar anything from a pole to a budget.

Sam Bimberg, who had an Alaskan huskie dog act last season, me utacturing fur coats this year.

The Happy McCrows, paper tearers, agent's office handling his bills.

Waite Lifter, the strong man, is filling in as bouncer in Max's Busy B Irish Justus, the well-known burlesque comic, has a 10b in the canniplant recently opened by the Musical Goldbergs. Irish is foreman of t corn shucking department—he always did his best work among strippe

Q. and A. Dept.

(This pillar, if sued in proper and orderly fashion, and upon bei service with notice of judgment, and providing you can catch it, will p one buck for every question used. Accompany all questions with a stamps self-addressed envelope and, it you can spare it, a box of cigars.)

This week's winner:

Dear Hash: My ambition is to become a shoe-string producer. Does matter that I wear button shoes?

Dear Angel Stick around, kid, and you'll be a barefoot boy.

The trouble with the average tune is that it contains an extremely hi ited number of bars, which prevents the lyric writer from getting enough words to tell his whole story. About all the lyricist can do is gi you a bare idea, or outline. As a result few people, and sometimes reven the songwriters themselves, know the true stories behind the m popular songs. For example:

A hot tempered organ grinder overhears his mother-in-law berating monkey, of which he is extremely fond. In reprisal he shoots and kills in mother-in-law, and is sentenced to hang. Title: Organ Grinder's Swin / Unit producer, for his piece-de-resistance, stages a celestial finale which the prima dojnna sings while seated on a swing about 20 feet abo the stage. In the background are a prop moon and floating clouds. Jo before the curtain the swing rope snaps, 'Title'. A Star Fell Out of Heave A young lady from the north pays a visit to a school chum at the latte home in a town in South Carolina. At a tea given by her hostess, visiting girl is introduced to a male guest. The latter bows and says, 'I to meet you.' Title: 'When a Lady Meets a Gentleman Down South.' Girl tells a conceited crooner that she hasn't a thing to do for six months. Title: 'I'll Sing You a Thousand Love Songs'. Young son of a professional ribber is doing his homework and asks father to help him with his arithmetic lessons. While the boy is study his algebra the father sneaks over and turns the book upside down. Tit 'You Turned the Tables on Me.'

Scotchman drops a nickel through the subway grating and, with the hof a friend, spends all night searching for it. Title: 'The Way You Lo Tonight.'

And 'You're Not the Kind of a Boy for a Girl Like Me' was writt by a chorus girl in answer to 'I Can't Give.

onignt.
And 'You're Not the Kind of a Boy for a Girl Like Me' was writt
y a chorus girl in answer to 'I Can't Give You Anything But Love.'

Ft. Worth—One of the fan dancers in the Casa Banana show quit in huff last ni. She complained that too many customers called her ov to cool off their soup.

lary of An Agent
(Uncensored)

- Oct. 14—Still no word for the Button, Dutton, Fadeout & Moskow,
advertisi 'agency about my singer, Enrique Madaginsburg. Almost to
an emergency sustaining spot until I found out they pay off in good w
and sample packages.

Oct. 16—Agency finally called to say the sponsor, who ori inally ma
soda crackers that don't crackle, then itched to soda crackers the
crackle twice as loud as any others, has returned to silent crackers, a
wants another audition.

Oct. 17—Gave another audition. Said they'd leave me know.

Oct. 18—Still no word from the agency,
Oct. 19—Still no word from the agency,
Oct. 20—Agency called. Said the sponsor has switched from soda
kles that don't crackle to alarm clocks that don't ring. Wants
audition. I said nuts.

Oct. 21—I went to quit:
my stenographer, says not to
and stick to radio because television is just around the corner.
is the bookin' office, and that's just where I'm goi

(To be continued)

Pons' Title Tiff

Tove and Learn' may out to be the title of Lily Fons' next film for RKO. Picture has been nameless ever si shooting started, and the diva has been plenty irked over it. Title is taken from a tune which Arthur Schwartz cleffed for the score. Publicity department has also squawked, saying they couldn't ploit the production properly minus any handle. be the title of Lily Pons' next film for RKO. Picture has been nameless ever si shooting started, and the diva has been plenty irked over it. Title is taken from a tune which Arthur Schwartz cleffed for the score. Publicity department has also squawked, saying they couldn't ploit the production properly minus any handle.

BEAU BRUMMELS GO ROACH:
Chicago, Oct.
Beau Brummels, knockabout comedy trio, signatured by Hal Roach for a series of shorts.
Placed through local Music Corpor of America office.

Dudley Murphy, now with Associated and the new indic corp pany's film he will make in Londo Possibly, also, he may produce America later on. Associated has the rights to the 'Crime Club' series Doubleday-Doran. Clive Brook may produce America later on. Associated has the rights to the 'Crime Club' series Doubleday-Doran. Clive Brook may produce America later on. Associated has the rights to the 'Crime Club' series Doubleday-Doran. Clive Brook may produce America later on. Associated has the rights to the 'Crime Club' series Doubleday-Doran. Clive Brook may produce America later on. Associated has the rights to the 'Crime Club' series Doubleday-Doran. Clive Brook may produce America later on. Associated has the rights to the 'Crime Club' series Doubleday-Doran. Clive Brook may produce America later on. Associated has the rights to the 'Crime Club' series Doubleday-Doran. Clive Brook may produce America later on. Associated has the rights to the 'Crime Club' series Doubleday-Doran. Clive Brook may produce America later on. Associated has the rights to the 'Crime Club' series Doubleday-Doran. Clive Brook may produce America later on. Associated has the rights to the 'Crime Club' series Doubleday-Doran. Clive Brook may produce America later on. Associated has the rights to the 'Crime Club' series pour later on the rights to the 'Crime Club' series produced America later on. Associated has the rights to the 'Crime Club' series pour later on the rights to the 'Crime Club' series produced America later on the rights to the '

DUDLEY MURPHY'S N. Y TALENT OGLE FOR EN

PROBE U.S. PROPAGANDA

Only 1 of Hollywood's 54 Foreign Correspondents Subsist as Such

Ot 54 foreign correspondents covering the sound-tracked scene in Hollywood, only one makes his living as a f.c., a survey has just revealed. The rest do everything from chasing ambulances to acting as ex-tras in order to fill out the gaps in

chasing ambulances to acting as exras in order to fill out the gaps in
the space strips.

Lot of £c's, therefore, puts them
among underprivileged class of film
workers. Few foreign papers, syndicates or agencies can pay enough
to permit reps to live up to American standards. Besides this meagre
amounts originally allotted are subject to vagaries of forei
revolutions, embargoes
of money, devaluations, etc.
Pay is sometimes held up for five
or six months and when translated
into dollars, is reduced to half or
third its or inal value.
Only £c. making more than \$50
per week has an agency tie-in. He
represents British film company, as
alent scout and contact man, as well
as covering the town for his paper.
Local man for biggest British news
service reputed to be getting space
rates only averages about \$40 per
month.
General run of South American

rates only averages about \$40 per month.
General run of South American and Continental Ruropean correspondents average between \$75 and \$100 a month in good months. Some just space. Competish between home papers usually keeps them from representing more than one daily and weekly or monthly periodical, income from both amounting to the 100 smacks.
However, since sums paid by home papers are often huge in home countries, though small in Hollywood, they denote great importance of correspondents, many of whom were and still remai outstanding journalistic figures in their home-(Continued on page 29)

MONTGOMERY-DAVIS IN A LONDON PLAY?

London, Oct. 27.

Henry Sherek starts his legit producing activities in the West End with a new play by Merton Hodges tittled 'Orchard Walls,' which will be directed by Raymond Massey, with Douglass Montgomery to star. He is also negotiating with Jack Warner to loan him Bette Davis for the leading femme role but that's unlikely in lew of WPs film demands on her scrvices.

His other play will be an English adaptati by Merton Hodges of 'Ladies in Love,' which will also be done in the West End. London, Oct. 27.

Donat Better

London, Oct. 17.
Robert Donat is taking up his part opposite Dietrich in Korda's Knight Without Armour after all. Has made snappy recovery from is illness nd goes into action at once. Has also signed with Korda for tee more to follow.

May's 'Love Begins'

Joseph May, German director, will meg When Love Begi story which Bryan Foy ill produce at Warners.

Foy also is readying The Case of the Dangerous Dowager, to feature icardo Cortez, William lemens robably ill direct.

GETTING 'DEAD END' READY

William Wyler, who'll direct Dead End, and Gregg Tolan Sam Goldwyn's chief cameraman, are both in New York igesting the play nd studying it for picture angles. Inderstanding is that Goldwyn can't produce 'Dead End' until after the first of the year under agreement made when the producer paid \$165,000 for the picture rights.

1 Assist, 2 Putouts

Hollywood, Oct. 27.
Charles Ruggles toppled from a tree on location last week, but Jack La Rue caught the comic.
Consequently, shootin on Major Pictures' Mind Your Own Business' was held up while Ruggles erased scratches and La Rue lotioned his wrenched shoulders.

FAIRBANKS AND **GOLDWYN IN** PROD. TIE

With 'Marco Polo' budgeted at \$1,500,000, as their first flicker, Douglas Fairbanks has associated himself with Samuel Goldwyn as a producer to make the initial Gary Cooper starrer when the actor joins Goldwyn under United Artists banner. Fairbanks long, has contemplated production of 'Polo', but he will not act in this nicture.

production of Pow, act in this picture.

Rathbone already has been play role Achmed to

set play role. Achmed to Cooper's 'Folo.'
Fairbanks is supposed to be en route to New York to. mull situash with Cooper before going to Europe for a vacation. In London producer will talk to his story collaborator, Capt.'. Pogson, authority on Oriental history.
When Fairbanks returns from London, he'll proceed via China with lens crew to capture backgrounds for 'Folo.' Fairbanks also will direct one. it of Goldwyn's forthcoming 'Hurricane,' ich will move to China before journeyi to the set of the cooper of the coop

ane, ich will move before journeyi to

South Seas.

This is second instance in which Goldwyn has ever been associated with anyone in production. Previous one was when he joined Florenz Ziegfeld in making Eddie Cantor's Whoopee.

Mae Clarke Set in Jas. Cagney's GN Initialer

CELLULOID BALLY

Brookings Institute, Run on Behalf of Joint Senate-House Committee, Wants to Know About Costs-RA, Commerce Dept. and WPA's Recent Film Activities Among 'Em

Q. T. SURVEY

Washington, Oct.

Expenditures of federal departments, bureaus and commissions for propagan films and relationships between government agencies and commercial newsreels will be probed this i by select congressional committee considering-possible roganization of the government.

Preliminary study into of the government, Preliminary study into of the government's film activities already is under way. Being conducted quietly, probe is under management of Brookings Institute and is being run on behalf of a joint Senate-House committee chairmaned by Senator Harry F. Byrd of Virginia.

With officials reluctant to discuss the senate of the senate to discuss the senate of t

with officials reluctant to discuss the line being followed, Vaniery learns that witually every federal establishment has been asked for detailed reports about the amount of money spent for film, purpose of the outlays, manner distribution, value of this type of propaganda, and legality of such activity. All data will be turned over to the Byrd committee in January for use at any public hearings which may be called. One purpose of the study is to compile information which will show whether the taxpayers' expenses would be curtailed if all federal.

compile information which will show whether the taxpayers' expenses would be curtailed if all federal agencies had their films made under contract instead of handling produc-tion themselves. At present some departments do the whole job, while others have the produced by commercial studios.

commercial studios.

Question Films'

Stating that the inquiry has not gone far enough, Brookings Institute officials professed to have no idea of the amount of money which they government spends for films. Neither do they have any way of determining the practicality and effectiveness of celluloid propaganda.

Attention has been (ocused on the growing trend to use of pix to publicize federal activities by several recent incidents. These included resettlem rit administration's production of 'Plow That's Brooke the Plains, which was hailed widely by economists, social workers, and educators.

(Continued on page 29)

out joining Equity, however, whether from the Coast or not.

Pascal Back in H'wood,

Without an Assignment Soliton and Assignment and Hollywood, but without contract in any Hollywood, but without contract in any Hollywood, but without contract in any Hollywood studio: rie is president of the Screen Writers' Guild.

Last American was on 'Lloyds of London' Darryl nuck; his ni poponent in the union struggle.

MUCH SPENT FOR One of Mae's Bachelors Gets a Cuffo Ride, Finally Lands; Snuff Box Act

Record?

London, 17.
London Daily Express angle on the Bette Davis action saw her appearance in court in the same costume

MORE COASTITES ON EQUITY **SCRUTINY**

Screen Actors' has sent a supplementary list consisting 30 to 40 names to Equity, in addition to the .24 players recently suspended for failure to join the Guild. Added group is alleged to have evaded the rules in one form or another, but a check-up so far has shown that a fair percentage has been incorrectly rated. Players are less well known than those first called to account.

It will probably take two months before Equity will take action, since all on the secondary list will be given a chance to appear before the council or correct the violations. Guild's main complaint appears to be that this group has worked in at least one picture si July 1, but has not joined the Coast association, as required by Equity.

Rules, however, stipulate that any Equityite with a paid-up eard is not required to join the Guild until the end of the dues period, which is Nov. Same goes for Guilders who come to New York for legit appearances. Latter must join Equity thereafter under the reciprocal arrangement between the two bodies. No player can appear in legit without joining Equity, however, whether from the Coast or not.

'Letty Lynton' Net Profits, \$280,000, Says Metro: Lady Authors Doubt It

stories for Cagney, and is considering Master Mind. Salevepost yaruby Leonard Lee; inst by W. T. Ballar tantey Anderson.

Tully's 'Bruiser'

Tully's 'Bruiser'

Tully's 'Bruiser'

Tully's 'Bruiser'

Tully's 'Bruiser'

Tully's 'Bruiser'

Hollywood, im Tully's new one, 'The Bruiser, a sort of 'All Quiet' of the fight racket is being ogled by Par and U though publication date is not stuntil. Nov. 2.

Pre-publ asking price for The is \$25,000. Thalbers, will seek to have their own accounting representatives go over the book before his death, offered \$5,000 for an option, but 'turned down MERLE OBERON EAST Hollywood, Retakes on Samuel Goldwyn's 'eleven Enemy' delayed Merle, on's departure for New York, Seb trained out last Saturday (24).

She trained out last Saturday (24).

Hollywood, Oct.

Mae West's exploitationists ri
up a deal whereby eight newspapers
throughout the nation would send
bachelors here to meet up with the
actress via the contest routine. They
believed it would be smart publicity
for her latest icture, 'Go West,
Young Man'.

First unmarried man to withe
trip from Cleveland, Guy.
Baker, advertising man, who
wrote up a neal tittle sketch winning
a plane ride west and the privilege
of being entertained by la West.

He Hollywood the
plane. so happened that the
trip. In parlance that means it didn't
cost anything. But when one rides
an airplane on a ducat' it is understood that he has to hop off when pay
passengers pile in with traffic heavy,
Mr. Baker was kicked hither and
yon at every stop between the Coast
and the Buckeye city. It seemed he
was lucky to reach Hollywood at all,
but it made mighty good copy for
Emanuel Cohen's blurb artists.

When the plane landed Baker on
California soil he blurted: 'Where's

Emanuel Cohen's blurb artists.

When the plane landed Baker on California soil he blurted: Where's Mae? Why isn't she here? When do I get some sleep? His public, cluding 32 people, one of then Talbot, applauded:
Then, Baker, who must know advertising stuff, pulled out a of spuff and took a good snifter as of spuff and took a good snifter as one was wasted away to do his bow with Miss West.

Tag is, however, that Baker and Miss West met previously. Once Baker and the late Ring Lardner were lunching and somebody introduced them.

Ludwig Ankles Goldwyn

Hollywood, Oct. 27,
Edward Ludwig and Samuel Goldwayn have torn up the director's contract by mutual agreement.
Both unable to agree on the story,
for the next Miriam Hopkins picture, 'The Woman's Touch.'

154 West New ork City SUBSC IPTION

Single Copies Vol. 124

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MAXWELL'S FINANCIAL MANEUVERS FOR OSTRER HOLDINGS IN 'TRUST' FORM

Pertains to the Voting Shares—But Speculative If PAR THEATRE PARDS Scheme Would Be Approved By British Courts Kent Back Home

VARIETY

Financial observers ink that John Maxwell and the Ostrers hope to circumvent necessity for obtai ing approval of 20th Century-Fox, in the Gaumont-British matter; by establishi supposed trust of the Ostrers' sheer for the benefit of Maxwell's companies. The trust is to be a kind of perpetual trust, with the Ostrers are some in name only. This pertains to the voting shares as held by the Ostrers. But whether this kind of a manipulation will be able to pass British court muster in case legal action follows on the part of 20th Gentury-Fox, is for the experts only to deduce.

Chances are considered remote at the present for a deal between 20th Century-Fox and Associated British (Maxwell). This phase of Maxwell's London advices indicate that John Maxwell may have agreed to pay 37,500,000 for the Ostrers' shares of Gaumont-British stock, but the purchase price might be nearer to 48,500,000.

Whether the Maxwell-Ostrer deal has cracked open the world film trade remains to be seen.

Some see this deal as an expression from Britain of its determition to march towards world domination of films. It is no secret that John Maxwell march towards world domination of films. It is no secret that John Maxwell, personally, was behind much of the loyalistic furore in London which helped to kill the Metro-GB-20th Century deal Should thand as it. Maxwell dominates

Metro-dal and ally.

If the Maxwell-Ostrer deal should stand, as it . Maxwell dominates the largest combination of British cinemas. But he does not dominate

iner largest combination of Britishcinemas. But he does not dominate
production.

The unexplainable angle of the
situation is that Maxwell should
ransact the Oster deal in the face
of trade knowledge that the Osteres
could dispose of their own GB
shares without consent of 20th Cendiury-Fox. Also, that-sis Maxwell
made an offer to purchase the 20th
Century-Fox shares of GB stock, he
failed to make-such a deal.
Officially, the nature of the ritish
banker influence back of MaxwellOster deal is undisclosed. The National Provincial is banker for Maxwell as well as the Osterer, and is
known have been eager to get
Maxwell-mide GB-stoation. Chese
National Bank largest in America is
principal stockholder of 20th Century-Fox.

The Maxwell-Oster deal faces additional worry from Metro. Metro.

tury Fox.

The Maxwell-Ostrer deal faces additional worry from Metro. Metro is peeved at the failure of the Ostrers to go through with that Metro-GB-20th Century proposal. Meantime Si Kent sails back from London today (Wednesday), after indicating to all concerned that 20th-Fox must first be reckoned with.

Jolson Rests

Hollywood, Oct. 27.
Slipping into town unheralded, Al
Joison went to the Cedars of
Lebanon hosp for a week's rest before starting "Isom Bowery to Broadwey, at Warners."

way, at Warners.

Tentative starting date be set for latter part of November.

Lombard's Swingy

Preparations are being rushed to get the Carole Lombard-Fred Mac-Murray starrer. Swing High, Swing Low' (nee Morning, Noon and Night'), into production by Noy, 2 at Paramount, Others, cast are Dorotty Lamour, Charles Butterworth and Jean Dixon. Mithell Leisen will direct.

Edgar Anderson Learning

will direct.
Edgar Anderson, Leisen's assistant,
has gone to grab background shots
in the Canal Zone:

Mark Kelly Shifts

Mark Kelly, who quit his job as sports of the L. A. Exam to write a scenario at 20th-Fox, only to resign when he finished it has gone to RKO studios, S. J. Briskin has assigned him to do an untitled orig.

Kent Back Today

Kent is due back in New York early next week after spending several weeks in London consequent upon the deal John Maxwell ac upon the deal John Maxwell acquiring the interest of the Ostrers in Gaumont-British. He sails today (Wednesday) from London.
Kent is expected to make a statement concerning the situation following his arrival.

52 PIX START IN **NEXT 30 DAYS: NEW HIGH**

Hollywood, Oct. 27.

A production record for this time of the year will be established if 52 pictures now being readied go before the cameras within the next 30 days. A full generally sets in just before the holiday season.

Fitteen films are schedule are Columbia, 4; Metpo. 2; Paramount, 7; Radio, 11; Republic, 9; 20th-Pox, 6; United Artists, 2; Universal, 5; Warners, 6. In three months from July 1 to Sept. 30, Paramount and Columbia studios. led in production of films. Former, shipped 16 pictures, with Columbia following closely with 15. Others in list are: 20th-Fox, 13; Universal and Metro, 11; RKO, Republic, 8; Eirst National, 7; Warners, 5; Hal Roach, 4; George Hirliman, ; Cosmopolitan, ; and Major Pictures, Pickford-Lasky, Reliance, Samuel Goldwyn and B. P. Schulberg, one each.

In this period, 109 features were completed, an increase of 28 and 17 over the previous quarterly periods.

Another 'Sawyer' Ogle Party Reaches H'wood

Hollywood, Oct. 27.
After testing several hundred lads for 'The Adventure of Tom Sawyer,' Marshall Neilan and Harry Maynard have returned from the midwest to report to Dayid O. Selznick.
William H. Wright, third member of the scouting party for a title roler, went on to New York to confer "ith Katharine Brown, S-1 eastern storyeditor, who has 150 possibilities.

Schulberg's Duo

Hollywood. B. Schulberg is rushing two stories for his producer's slate at Paramount.

Ferdinand Bruckner is preparing an untitled yarn for Sylvia Sidney and Marcus Goodrich is working on an untitled

and Marcus Goodrich is working on another story.

A second u it on Schulberg's 'A Man and a Woman,' under the direc-tion of Yasha Frank, started work last week.

Smith's Short Shorts

Hollywood, 27.
Pete Smith will do a series of onereelers from short short mag yarns

Initialer will The Grand Bounce, Liberty yarn. Marty Brooks is writing the continuity. David Mil-ler will direct, Jack Chertok ducing.

Republic's 'Great Waltzer'

Republic's 'Great Waltzer'
Edgar Allen, singer who ap-peared in 'The Great Waltz,' is with Republic on a termer. Tested some time ago, Handled through Columbia Con-certs.

BACK TO HOME TOWNS

Additional Paramount partners who have been in New York on matters of one nature or other, some to discuss product deals, others to confer on stage show possi ilities, and for home office contacting, have gone back to their respective ter-

ritories.

Saturday. (24) was getaway day for George Trendle of Detroit, Karl Hoblitzelle of Texas and H. Kicoey of Charlotte. Kincey's partner, Bob Wilby, was up ahead of him two weeks back.

Y. Frank Freeman, Par's theatre operating chieftai, has returned to New York after a tour through the midwest, including in various J. H. Cooper situations, to consider rent theatres and other problems. He met with Cooper while in which Par and Cooper are partners.

Comptroller Normanly, Of Universal, Speaks Optimistically of Co.

Hollywood, Oct. 27.
Universal Picture sales jumped nearly \$3,000,000 so far this year over a similar period in 1935, according to statement by J. P. Normanly, studio comptroller, upon his return from conferences with J. Cheever Cowdin in N. Y.

from conferences with J. Cheever Cowdin in N. Y.

First quarter, coming year, starting with fiscal period Nov. 1 will see studio i the black due to improved production, elimination of waste and better quality product, Normanily sai He estimates 'My Man Godfrey' will gross \$1,500,000 abroad. Picture has earned \$750,000 already and still in-first runs.

Normanily said there would be no more writeoffs which, to date, total \$600,000. In the slough group were 400 yarns listed at \$1 each, one of which is now being sought for \$100.000. By end of October, studio will have 24 of a block of 42 pictures for the season completed. Normanily said the total cost won't exceed by 5% the original budget figure.

Hanline Rejoins Lasky

Hollywood,
Maurice Hanli Warner writer,
will joi the Jesse Lasky unit now
producing a series of ictures for
RKO.

Hanline formerly was story editor for Pickford-Lasky.

S.E.C. May Withdraw Its Charges Vs. H'wood F. P.

Washington, Oct. 27. Deception charges hurled at Hollywood Famous Pictures, week may be withdrawn following receipt of additional info about firm's set-up and ambitions, Securi-

firm's set-up and ambitions, Securities and Exchange Commission officials indicated Monday (26).
Undecided whether to carry out plans for public airing of corporation's alleged offenses Thursday (29), officials began studying two sets of amendments to original unsatisfactory registration form to see if all required data had been supplied. Company exces sent in two batches of addenda which may fill gaps which caused SEC, to summon incorporators to alibit failure to file considerable number of vital facts.

G.U.T. VP TO U.S. **ON ANZAC PIC** PROD. PLANS

Sydney.

Ken Asprey, personal attorney to Stuart Doyle and v.p. of reater Union Theatres sailed Thursday (22) for Hollywood and, New York on a dual mission for his companies. He will engage director and acting talent in Hollywood for Cincaudi Productions in Sydney and investigate distribution tangents in the U. S. for G.U.T. Two companies are allied under Doyle's presidency. In New York, Asprey's mission will again be two-fold. He will seek pot only to find an outlet for his Cincaound pictures in the U. S., but will seek some indic product for G.U.T. to distrib down under.

Doyle returned here after a lengthy visit in Europe and the U. S., where he laid the groundwork for the deals which Asprey is now expected to consummate.

Churchill Vice Michael In B&P's 'Dominant Sex'

London, Oct. 18.

Gertrude Michael is out of BIP's 'Dominant Sex,' due to her illness in New York, but will sail later to take up her contract at Elstree, where she is tentatively slated to play opposite John Lodge 'Bulldog Drummond at Bay,' Vacent. spot in 'Dominant' goes to Diana Churchill, who scored a screen hit' Capitol's 'Dishonor. Bright,' and who played the same role in the West End production.

Phillips Holmes, Romney rent and Carol Goodner are in the picture. London, Oct.

All Amus. Co.'s Merging Subsid Corps. In Industry Move to Save on U.S. Taxes

Diviversal, Paramount, Warner Bros, RKO, 20th Century-Fox and all other picture companies with innumerable whofilty owned subsidiaries are putting final touches on sweeping programs of consolidation that will effect enormous federal tax savings. This policy by film companies the same that is being purposed by all major industrial firms to protect their own interests and that of stockholders.

The new federal tax measure for a consolidating profit and loss figures by two, or more different wholly owned subsidiaries. Thus a subsid of Paramount Pictures might show a handsome profit while another subsidiary firm of Paramount might close the year with a loss nearly as great as the net gainotted the subsidiary firm must pay a graduated tax on its profits, the larger the income, the heavier the tax. But under this new law, there is no provision made for deductions as result of the loss sustained by the second subsid.

Consequently, executives of film companies and other corporations feel that they are hit both ways, the principal corporation.

SHAKE UP ACAD SYSTEM OF **AWARDS**

Manner in which the Academy of Motion Picture Arts' and Sciences picks awards selections is due for a renovation. This was learned for a renovation. This was learned last week when a committee was named to devise an improved system to distribute the prizes.

Named to the committee were waldemar Young, David O. Selznick, Dewitt Jennings, Frank Lloyd and Van Nest Poljease. The committee will make a report by Dec. 1. Action was prompted by charges of favoritism and politics alleged to have been made against past methods of voting for the awards. It is hoped to a system that will eliminate any repetition of such charges next year.

Among the plans considered is thave the public participate in the selections in 36 key cities in cooperation with theatre managers. Another method would have film critics throughout the country vote Academy nominations.

For the first time in the history of the Acad, the complete slate of officers was reelected for the coming year at the meeting, at which members of the board of governors and executive committees comprised the electoral body.

Frank Capra reelected presi Howard Estabrook, Nathan Levi son, vice-presidents, Jane Murfin, secretary, Fred Leahy, trassurer, Jacque Pierre, actor-producer tact, and Donald Gledhill, secretary.

WARNERS ADDS SPANISH PIC TO REBEL CYCLE

Hollywood, Oct. 27.

Warners has tossed a Spanish revolution picture into the cycle started by 20th-Fox. Roy' Chanslor is writing 'Love Under Fire,' which Bud Barsky will make for WB.
Recently Darryl F. Zanuck bought R. Knickerbocker's news stories

H. R. Knickerbocker's news stories to be made into The Fall of Al-cazar, with the foreign correspond-ent set to come here to script.

P. A.'s for Sonja Henie In Re: 20th 'Million'

Hollywood, Oct.

Upon completion of her first picture 'One In a Million,' for 20th-Fox where she's under contract, Sonja Henie, skating champ, will swi around the U.S. and eastern Canada making personal appearances.

Route includes San Francisco, Portland, Seattle, Spokane, Chicago, Buffalo, New York, Philadelphi Boston and Montreal:

Mary Maguire's Bow-In

Hollywood, Oct. 27.
Mary Maguire, Australian actress, recently tagged at Warners, will go into Love Begins, as her initialer. Hugh Herbert also set for film upon completion of Top of the Town at Universal.
Lillie Hayward adapted Begi from the novel by I. A. R. Wylie.

Jimmy Gleason's Play

Hollywood, Oct. 27.

James Gleason, the actor, has written a play, Lucy and David Lang.'
expressly for his wife, Lucille Webster leason, and their son, Russell,
Pater is now dickeri ith Broadway producers.

Mamoulian Megs Dunne

Hollywood, Oct. 27.
Rouben Mamoulian has been set Rouben Mamoulian has been set-by Arthur Hornblow, Jr., direct 'High, Wide and Handsome,' Irene Dunne musical at Paramount. Jerome Kern and Oscar Hammer-stein 2d did the play.

RKO'S HECHT-M'ARTHUR PIC

Hollywood, Oct. 27.

Ben Hecht and Charles MacArthur have been signed by RKO to write a screenplay on 'Gunga Din'.

Howard Hawks draws the tion, Edward Small producing.

OVERSEATING CRY ANE

S.E.C., Irked by Yates' Attitude, May MORE THEATRE **Not Let Consolidated Matter Drop**

Federal investigation into methods sed by management Consoliused by management Consoli-dated Film Industries in rounding up proxies to put over reorganiza-tion scheme loomed today (Tues-

day).
Ohviously irritated Obviously irrifated management's insistence on going ahead with the financial overhauling without conferring with the Government, officials of the Federal Securities & Exchange Commission hinted that Consolidated may be put on the spot and possibly refused the privilege of having its securities traded on national stock exchanges. No definite decision has been reached yet about taking further steps to force Consolidated exces to bow to the will of the Federal agency. manage

Federal agency;

The Commish loosed a torrid blast at President Herbert J. Yates of Consolidated, Thursday (22) on the eve of the investors' meeting at which the reorganization scheme was approved. Sensational S. E. C. action was prompted by refusal of Yates, et al., to order further post-ponement of the session or to correct statements in allegedly misleading letter descri ing the financial plan.

plain.

Despite hints of additional actions, S. E. C. was quick to concede that Yates and his associates so far have violated no Federal statutes or rules. Although firmly convinced the management's exposition of the reorganization program was deceptive, Commist conceded it has no evidence of wrong-doing which would justify punitive action at the moment. Belief that Consolidated has not won a permanent yietory over the

Belief that Consolidated has not won a permanent victory over the Commish was general. Considering that the S. E. C. never, before has been sufficiently worked up to issue public statement. iling corporate executives against whom it could not take legal action, it was believed Government body would not quickly get over its feeling that Yates and the management of Consolidated pulled a fast one on their stockholders.

Public Hearing, Maybe

A public hearing on the tactics
used to bring about ratification of
the reorganization scheme is entirely probable. Before changing the
present securities and issuing new
ducats. Consolidated must ask
S. E. permission to list the new
paper on national exchanges. When
this application comes in, the S. E. C.
could defer action until the proxy
battle had been thoroughly ventilated.

The hotly-worded attack on Yates'

tilated,
The hotly-worded attack on Yates'
methods was a general surprise. No
hint had been given that the S. E. C.
was dissatisfied with the means employed by the Consolidated prez to
obtain backing for is plan until
the 1,800-word blast was issued.
Charging that the company refused to circularize stockholders
with supplemental information to
correct any misimpression about
the financing moves, S. E. C. failed
to make any formal accusations
against Yates or his associated. The
blast did note, however, that Commish regulations ire that pleas
for proxies contai false or misleading assertions and said that
after study government officials believed certain of the statements believed certain of the statements that
Tates' letter might be misconstrued.

Started Oct. 8
Postponement of original stockholders meeti carded for Oct. 8*
came after the S. E. C. registered
informal objections
communication,
announcement
disclosed. Commish also revealed
(Continued on page 53)

**Wellia East to Meat*

Wallis East to Meet Warner at the Boat

Hal Wallis has come to New York to meet J. L. Warner when he, eives from Europe today (Wed.). Fernand Gravet under personal contract to Mervyn LeRoy, now pro-ducing for Warners, is a member of the

No Pre-Election B. O. Blues as Yet

Expected that the heated pre-Expected that the heated pre-Election : fever, with radio speeches, would have af-fected the boxoffices more than id, but far business nationally is not bad. On the whole, the grosses are average, no particular slump, but also no socks. Sole excep-tions are the standout pictures which, as always, more, than

which, as always, more than hold their own regardless.

Between now and Nov. marked drop-off, however, is to be expected.

WB BIDDING VS. 20TH FOR ROXY, N.Y., CONTROL

Federal Judge rancis Caffey (N. Y.) has postponed the hearing on reorganization of the Roxy theatre until Nov. 13; upon the plea of attorney Carlos Israels, of the downtown firm of White & Case, which represents the first mortgage bondholders' committee, of which Lewis Founds, is chairman.

Judge Caffey also permitted the Chester Tipton committee, representing around \$350,000 first mortgage bonds to be an intervenor in the situation. Of the 350 bonds represented by this recently formed independent committee, around 50% or more are figured to be on deposit also with the Pounds committee. Apparently discussions between the Pounds committee and prospective bidders of the property are under way.

All indications point to 20th.

tive bidders of the property are under way.

All indications point to 20th.

tury-Fox having the inside on the
stluation, with Warners as runners to
be making a double play for the
property by bidding not only
through, a downlown brokering
house but additionally may be aliged
with Shapiro, Haring & Blumenthal,
of the French Casino Broadway,
of the Century (A. H. Schwart)
chain also is angling for a bid on
the property. the property.

Prospect of final adoption of the

Prospect of final adoption of the Roxy reorganization plan by Nov. 15 seemed certain when Israels told the Court that the only thing holding up the plan is a final appraisal of the lease of the theatre lobby which is partly owned by the Hotel Tatt. Judge Caffey directed that the completed plan be filed with him on or before Nov. 15 when he Indicated he would pass final judgment on it.

Con. Net Up \$105,000

Net profit of Consolidated Film Industries, Inc., for the quarter end-ing Sept. 30 showed increase of more than \$105,000 over the pre-ceding quarter. The net profit was \$290,282 for the Sepetmber quarter as against \$185,024 in the preceding Quarter.

These earnings for the last quarter.

These earnings for the last quarter cover \$2 annual ivvy requirements on the preferred and represent earnings of 17c per common share. The Sentember net profit for 1935 was \$345,362.

The net profit for nine months ended Sent. 30. was \$776,290. equal, after preferred divvy requirements, to 33c per common share. This compares with \$823,019 42c a common share in first ni months of 1935.

All gures are after usual dealing.

BLDG. GOES ON

Face-Lifting, Reconstruction and General Theatre Remodeling Paradoxically Ups the B.O. in Many Instances

MANY OLD HOUSES

Reconstruction work, remodeling and new building in virtually every section of the country is not bringing customary threats of overseating. section of the country is not bringing customary threats of, overseating. Fact that people have gnoney to spend and need only the incentive of a new theatre or remodeled house to get them into theatres figures in this aimost paradoxical situation. It's viewed as such because in numerous reported localities, a hike in seating capacity for small communities actually has produced an increase in regular patronage.

**Some idea the amount of re-

regular patronage.

Some idea the amount of reconstruction work and new building new being considered, projected or actually begun is contained in a recent survey. This revealed that of 15,000 film houses in use in the U.S., between 3,000 and 4,000 are 25 years old or more. Report showed that these theatres were in such condition that they either should be radically remodeled, wrecked or replaced by modern ones more adapted for talking picture projection. ing picture projection.

ing picture projection.

A large percentage of these houses designated as needing to be replaced are of the old type, with the long and narrow auditorium, and with a high screen, it this variety of theatre, whether originally barren store-rooms or hurriedly thrown spisilent houses, that has caused talker engineers so many difficulties in taining adequate sound.

In many instances, the more flag-rant examples of this type of archi-tecture are being supplanted with modern theatres.

Aside from improved conditions, better highways make the theatres available to a larger surrounding population. Thus a city of 4,000 may draw from surrounding population of 12,000 or more.

Balaban-Spitz To Chi for Vote. Thence to Coast

Barney Balaban, president of Paramount, is due in town around Nov.

1. Coming in to register his vote in the national and local election. Will then head westward for an of the Paramount Coast studio operations.

Leo Spitz, president of RKO, also due in on just about the same rou-tine, stopping off here for vote duties and then westward for Coast survey.

GN'S RKO, E.M. LOEW, OTHER PRODUCT DEALS

ments on the preferred and represent earnings of 1% per common share. The Sentember net profit for 1935 was \$4345,362:

The net profit for nine months ended Sent. 30 was \$776,290, equal, after preferred divvy requirements, to 33c per common share. This company's product. Also negotiating to spot GN pictures in RKO thermon share in first ni months of 1925.

All gures are after usual deduction for charges and faderal taxes, thowever, no provision was made for Federal sixt on undistributed profits for the last quarter, this year.

Grand National, has closed with the RKO circuit Greater, N. Y. for all houses to play half of the company's product. Also negotiate tests made by Grand National, has closed with the RKO circuit Greater, N. Y. for all houses to play half of the company's product Also negotiate tests made by Grand National, has closed with the RKO circuit Greater, N. Y. for all houses to play half of the company's product Also negotiate to such that the RKO circuit Greater, N. Y. for all houses to play half of the company's product Also negotiate to such that the RKO circuit Greater, N. Y. for all houses to play half of the company's product Also negotiate to such that the RKO circuit Greater, N. Y. for all houses to play half of the company's product Also negotiate to such that the RKO circuit Greater, N. Y. for all houses to play half of the company's product Also negotiate to such that the RKO circuit Greater, N. Y. for all houses to play half of the company's product Also negotiate the RKO circuit Greater, N. Y. for all houses to play half of the RKO circuit Greater, N. Y. for all houses to play half of the RKO circuit Greater, N. Y. for all houses to play half of the RKO circuit Greater, N. Y. for all houses to play half of the RKO circuit Greater, N. Y. for all houses to play half of the RKO circuit Greater, N. Y. for all houses to play half of the RKO circuit Greater, N. Y. for all houses to play half of the RKO circuit Greater, N. Y. for all houses to play half of the RKO circuit Greater National P

Ads at \$2,500 a Page by Show Biz During Dems' Phila. Conv. Under Fire

Par's Statement Thurs.

with its third quarter earnings report than most companies, expectations are that Paramount's net for the three months ended Sept. 30 will be revealed tomorrow (Thurs.). Par has scheduled a board meeting for the afternoon and will probably release the ird quarter statement after the close of the market.

1 EXHIB WON'T **ADV. AIR STARS** IN HIS PIX

While action is pending in opposing camps, on the pix-radio situation; the policy adapted by one Colorado exhibitor promises to spread to other sections of the U.S. Theatre manager in Canyon City, regarded as an ace exhib in the state, has made it plain that he will not advertise a player who does radio work.

The Lolorado exhibitor has announced that he will devote ad space to building up artists who retrain from appearing on broadeasts, which he views as a competitive branch of the amusement biz.

This new move again emphasizes the angle well known in the industry; that a theatre manager, to a great extent may make or, break a star. Reason is that the exhibitor does the great bulk of udwertising of films and players—approximately 95% of the coin expended in this medium. If he plugs an artist, he cannent him materially, and versely, the exhib is able to damage his boxoffice draw by, playing down the star.

With this attitude cropping out and

his boxoffice draw by playing down the star.
With this attitude cropping out and veteran theatre directors known to regard present star airwave appearances as a meniace to the general, boxoffice, economic phases of the insue cutrently seem to offer the most promising solution. If radio broadcasts tend to hurt picture player's boxoffice and exhibitors tall to go for the same percentages on their features, some industry observers believe it will be only a matter of time until studies will begin to question the stars' current salaries.

There is no intention of crimping advertising when the exhibitor recognizes the capability of a star on the air. In these cases, where it is known that radio work enhances a player's boxoffice appeal, no exhib would stupidly boycott on advertising.

ZUKOR SCANS GUEST LIST FOR 25TH ANNI C. R. Rogers Busy Sked

Hollywood, Ort. 27.
With a distinguished group of guests to be brought together to celebrate his 25 years in the picture business, Adolph Zukor is evincing much personal interest in the list for his birthday dinner Jan. 27.
feature of inaugural for Paramount's Silver Jubilee program in his honor, Zukor will give signal for simultaneous premiere in world capitals of 'Champagne Waltz.'

itals of 'Champagne Waltz.'

One of the plans of Paramount in connection with the four months' silver jubilee drive in honor of Adolph Zukor, will be day-and-date release in numerous world's capitals of 'Champagne Waltz.' Gladys Swarthout starrer.

Late in January picture will simultaneously open pre-release engagements in New York, London, Paris, Berlin, ienna, Stockholm, Oslo, Copenhagen, Rome, Tokio, Copenhagen, Rome, Tokio, Buenos Aires, Rio de Janeiro, Mexico City, Capetown, Sidney and other world metropolises,

Washington, Oct. 27.

Expenditures by three film corporations for advertisements campaign handbook issued by, Democratic National Committee are being probled in connection with an investigation to determine whether laws probibiling business firms from making contributions to political parties have been violated.

Following charges that ig companies were bludgeoned into buying space or copies of the 400-page publication issued in connection with the Philadelphia convention, the Senate C am p as ign Expenditures Committee is giving to list of individuals and concerns which contributed to the \$150,000 profit on the program venture. Host of nationally known organizations are listed as purchasers of either space at \$2,500 per page and up or of dozens copies of the tome.

Record of the Democratic committee, filed with Congress last week, revealed Loew's paid \$5,000; Paramount \$2,500; and Warner Bros. \$2,500 for space in the volume. Warner-Stanley theatres of Philadelphia along had a full page.

While it is doubtful if any prosecution results, since majority of the Senate committee are Democratis, the advertisees might be liable if the investigators and the Justice Department deeded purchase of space and looks is a violation of the election laws. Statutes, prohibit any -cilitical party from receiving donations from business firms and are intended to discourage money-raisers from black-lacking corporations into hei ing finance campaign activities.

JOE SCHENCK'S \$15,000 FOR FDR'S REFLECTION

Washington, Oct. 27.

*Joseph M. Schenck, leading Democratic supporter in the film industry, its usurping the post held by Louis B. Mayer as leading political figure in Hollywood.

With Democrats gunning for cash to finance the campaign, Schenckstands out prominently as one of the biggest contributors to President Roosevelt's political warchest. Report from Democratic National Committee to Congress, Saturday (24) revealed 20th Century-Fox exec had handed over \$15,000 Joyard, New Deal campaign costs. Only three bigger checks were drawn for the Demos by individuals.

Hollywood, Oct. 27.
Joseph M. Schenck, head of 20thFox, has his own dining room, his
own chef and his own waters at the
studio, but he goes home every noon
for his lunch,
He has to me.

He has to get the proper number of calories. He's showing rapid improvement and is expected soon to be on normal rations.

During His N. Y. Visit

Charles R. Rogers, production filefatin of Universal, is in N. Y. look over new talent lined up in the east and to inspect books and plays tentatively chosen by the eastern story department. On Nov. 2, he will meet Herbert Wilcox, head of production for Universal abroad, and go over plans for picture making i England, this season.

Wilcox, who manages ritish Dominion, U's European production interests, will bring in Anna Neagle, English actress, with him. While it east, Rogers will spend the two weeks preceding Wilcox's arrival, looking at new Broadway legiters.

Friedman Aides Briskin

Hollywood, Oct. 27.

Hollywood, Oct. 27.
Phil Friedman, formerly casting director at Fox and Universal studios, and more recently production assistant to Jesse L Lasky, has become an exec assistant to S. J. Briskin at Radio.

VERY FEW % PIX IN CHI NOW THAT DUALS MONOPOLIZE TOWN; MG LONE EXCEPTION

But Percentage Looks Out as a General Thing-Can't Buy Two Films Per Program and Also Worry About Sharing Terms, Say Theatres

With town swinging into double features right down the line despite the protests of the independent rieiphorhood exhi itors, it has brought about the practical limination of percentage pictures on the new 1936-1937 contracts. When there were no twin bills, the exchanges here managed to get a certain number of their specials on a percentage basis, in spite of the general yelping of the exhibitors against these deals. Last season the exhibs even went so far as to boycott Metro product in protest against these deals. Last season the exhibs even went so far as to boycott Metro product in protest against this distributor's rental and sharing-arrangement demands, with the boycott only being called off when Loew's came into town and started to build houses in the nabes where the boycotting was thickest.

But this year the exchanges are content to settle for double features, and all figure that the additional volume of business will make up for the elimination of the percentage deals on the big flickers.

About the only exchange getting any percentages at all is the Metro office, which is insisting upon and obtaining contracts which contain four pictures at 40% on the new season's releases. The rest of the exchanges are practically barren of sharing pictures, though here and there one or two of the distributors may be able to snare one or two flickers on a percentage clause.

It was the distributors demand for Saturday and, Sunday dates which killed vaude out of many of the midwest theatens, since the exhibs wouldn't go on the nut for the vaude show while giving up 35-40% of the gross for the flicker.

Fox, Detroit's 75G Loss from Woodward Ave.

Detroit, Oct. 27. Final touches are being put on the widening of Woodward Avenue, a project which has cost the Fox

woening of Woodward Avenue, a project which has cost the Fox vaudilimer more than \$75,000 in grosses during the past six months. Although street repairs past house has cut into the bo, more heavily-during various stages of the widening, Manager Dave Idzal figures the average weekly loss was between \$4,000 and \$5,000. Despite topnotch attractions generally, patrons tused to trek through the debris on street. And to make matters worse there's no way Fox can get restitution for damage.

Post-Cooper Wed

Hollywood, Oct. 27.

Hollywood, Oct. 27:
Guy Bates Post and Lillian Kemble
Cooper, both stage and screen players, were married Oct. 28 in Las
Vegas, Nev. Post's first wife suicided after killing a woman friend.
Bride's first mate, Louis Bernheimer,
poet and writer, leaped to his death
from a hotel.
Post gave his age as 56; bri 35.

Sherriff, Knopf West

Hollywood, Oct.

R. C. Sherriff, British playwright under contract to Metro, and who had been working on one of Irving. Thalberg's British productions, arrived on the Coast last Friday (23). Edwin Knopt, Metro's scenario head, accompanied Sherriff from Manhattan.

Par's 'Exclusive' Cast

Hollywood.

NW ALLIED'S CAMPAIGN VS. % AND HIGH TERMS

Minneapolis, Oct. 27.

Minneapolis, Oct. 27.

Northwest Allied States, independent exhibitor organization, has declared a new warfare on percentages, alleged excessive product terms and preferred playing time demands. D. Kane, executive secretary, calls upon theatre owners to show some 'guts' and fight for their 'rights.' Claiming that all the film companies doing business out of Minneapolis makes 'different' deals' with different individual exhibitors, Kane declares that any exhibitor who, after reading his analysis of the survey, permits himself to be talked into an 'unfair and unprofitable deal on harsh terms' has only himself to blame.

Keith Corp. Net Up \$400,000 Over 1935; K-A-O Net, \$666,080

Net profit

B. F. Keith Corp. and subsidiaries for the 39 weeks ended Sept. 26 topped the same period in 1935 by nearly \$400,000. Net for the 39 weeks this year totalled \$531,642 as against \$476,753 in the preceding year. The net profit for the full year ended on the September date was \$819,743 after all Charges. Company to the profit of the full year ended to the September date was \$819,743 after all Charges. charges. Company's report made note of the fact that no provision has been made for the surtax on undis-tributed profits in compiled state-

iributed profits in compiled statement.

Keith profit before depreciation and income taxes was \$1,065,628 for the 39 weeks against \$688,436 in the same period in 1935.

Keith-Albee-Orpheum Corp. and subsid companies showed earnings that totalled \$10,35 per preferred share for the 39 weeks ending on Sept 28. Net profit for this period amounted to \$666,680, against only \$172,114 in the 39-week period in 1935, when the per share earnings on the preferred amounted to only \$2.87.

The company earnings for the fiscal year, which ended on Sept 26, totalled \$897,039, or \$13.95 per share on the 7% cumulative preferred stock, of which 64,304 shares now are outstanding. The profit before depreciation and income taxes was \$1,371,558, against \$318,829 in comparable 39 weeks of the previous year.

Police Commish-Showman, L. M. Rubens, Robbed

Joliet, Oct.
Police Commissioner L. M. Rubens, owner of Joliet theatres, and his winter home robbed and ransacked while he and his family were on the Coast

Loss estimated at several thousand

WB Ups Easo.

Hollywood,

Warners has moved Reeves
Eason up from westerns to direct
The Trial Horse. His work on certain sequences of The Charge of the
Light Brigade, won the elevation.
Horse will feature Barton MacLane, June Travis Wayne
Morris Warners

GODDARD'S 2 PIX

Paulette Goddard, will star in both of the Charlle Chaplin productions to be turned out this season for United Artists, first of which will be an original by Chaplin himself. No title has been selected for it as

Hollywood,
Jean Arthur, Fred MacMurray and
Charles Ruggles get top spots in Exclustive, which AI Hall will direct at
Faramount.
John C. Moffit wrote the original.

Steffes' Spot

Minneapolis, Oct. 27. W. A. Steffes, owner of the World, loop first-run house, a W. A. Steffes, owner of the World, loop first-run house, a Landon supporter, is in a tough spot. He bought 'The President's Mystery,' but he doesn't want to show it now because he feels it's loaded with New Deal propaganda. and would be a plug for President Roosevelt. But if he waits until after election and Landon is elected, box-office value of the will be considerably reduced. But because he privately believes Roosevelt will merge the victor he has decided to wait.

MORE INTEREST IN THEATRE CO. BONDS

Better prospects of realty values being improved in Greater N. Y. year has City within the prompted consi the possibilities of bond issues dependent on theatre properties. Most prominent in point of activity in the last week include Roxy Theatre 61/2% notes and first mortgage 61/2% bonds. United Artists theatres'-liens and Metropolitan Theatres obli

Greatest interest was reported concentrated in UA bonds, with the prices. into new high ground withi the past 10 days.

Attention has been irected to loxy because of possibility Roxy present 77-B proceedings may soon be lifted with new operatives in control. Besides the natural enhancement realty values along with other property, ick-up in re-ceipts and trend towards higher ad-missions all are influencing present interest in theatre bonds.

Annapolis Refusés Sale Of Navy-Yale Grid Pix

Annapolis Refusés Sale

Of Navy-Yale Grid Pix

Baltimore, Oct. 27.

Newsreel companies were falling over each other at Naval Academy, Annapolis, when they learned that the Acad had complete film coverage, of the Navy-Yale game, played in Balto on Oct. 17. All the companies had taken reelage at gridder, but all had missed footage on the 'accidental' kick of loose ball by Larry Kelley, Yale's left end' and capt, which turned tide of battle and enabled Old Ell'to eventually will be supported to the control of the

I reels to obtain the shot of Kelley's fast footwork.

Reason Navy happened to have the film is that all its grid games are lensed from kick-off to whistle. Later are unspouled for team, with some stuff slow-hottioned, to enable coaching staff to graphically point out players' mistakes.

Inside Stuff—Pictures

In view of the many reports concerning Norma Shearer, Nicholas M. Schenck has been moved to make a statement about the star. He declared Miss Shearer is still gravely ill and the 'the pictures prepared for her by the late Irving Thalberg will be held in abeyance until she is well enough and able enough to discuss them with us.'

Coincidentally came a statement by Louis B. Mayer in Hollywood that Norma Shearer is gravely ill from bronchial pneumonia, which caused the death of her husband, Irving Thalberg. Metro's studio head announced that pending her complete recovery, all production plans for pictures to star her have been temporarily suspended,

Federal Judge Bondy has granted a 30-day delay the proceedings instituted by the Irving Trust Co., as trustee of RKO, to compel RKO to pay off the balance of \$750,000 due on the company's secured (Chemical) notes. Postponement granted on plea of Attorney Rickaby, of Simpson, Thacher & Bartlett, counsel to the company, and means next hearing is around Nov. 23. means next hearing in around Nov. 23.

Hope was expressed at hearing that company's reorganization plan em-bodying possible clarification of all issues in situation would be completed by that time.

The Criterion, N. Y., has eliminated previews of new pictures the evening prior to their regular opening date, after doing this with house's first two bookings. Henceforth, pix will get initial showing on Wednesday mornings, the change day.

The preview habit has been encouraged by the Paramount, Roxy and Rialto in the thought that the final night of the old picture is bolstered when the succeeding attraction is tossed in the same evening at the regular admission.

C. L. Jackman, San Diego exhibitor, ims something of a record run of hard luck. He booked Marihuana' for his newly opened Superba theatre, but coppers closed it three days later. He then snapped up a film in Los Angeles, but the firm failed to ship. He motored to L. A., but wrecked his car. He borrowed another and returned to the border city. Same night, erstwhile name in westerns was booked for p.a. After the performance the cowboy went on a binge and was tossed into the hoosegow.

When Governor Landon visited Los Angeles recently Republican came paigners kept phones riging constantly on the studio lots trying to get a batch of gladhanders for the presidential nominee. Most of those called were too busy to visit Landon downtown. Previously, when Colonel Knox, Landon's running mate, visited L. A. Harry Chandler of the L. A. Times tossed a luncheon for Southern California publishers, but there were so many vacant chairs that employes were called in to fill the seats.

Richard Sherman's 'You All Want Something,' Satevepost inside yarn on Hollywood (fiction) caused a bit of an upheaval among the picture people, Sherman, a contract writer at 20th-Fox studio, is a comparative newe comer to filmdom. He wrote 'To Mary—With Love' and was brought the Coast by Darryl-F. Zanuck to script the yarn. 20th-Fox has option on Sherman's film rights and consequently his current story may be made into a jeture.

Novel situation arose at Paramount studio last week when several members of the publicity staff were absent for one reason or other. A unit man did a yarn and put it on Kenneth Whitmore's desk, Whitmore was ill and the unit man was substituted, so he edited his copy and sent it to Terry De Lapp, news chief. In the meantime, the unit man moved into the planting spot. Eventually his own story came through for planting. He peered at its twice and tossed it into the wastebasket.

Archie Mayo says he prevailed on Warners to let him make Black Legion' and at no time did he seek to avoid full credit for its irection nor ask for special press interview. Mayo contends he never showed slightest fear of the Detroit moh. either before or after the court trial, and believes the picture is an important indictment against subversive un-American propaganda and that he will be fully credited for its direction,

For first time in years Metro will go outside the studio with a Greta Garbo picture. Just where the Camille troupe will pitch is being kept a secret by Director George Cukor, who wants absolute privacy for the Swedish star. Not even the players know where they're headed for. Also marks first sneak location jaunt, most such treks being attended by heavy

Universal talent scouts will invade northern California college campuses for likely talent for the five leads in The Road Back. After failing to find any candidates among the 150 locals lensed, studio decided to check over the rah-rahs. Sylvan Simmons, U's Daniel Boone, heads north next week accompanied by a studio press-agent. It's all been done before with little success.

Carl Buettner, erstwhile art director for Fawcett publications on the Coast, landed a job with the Walt Disney Enterprises in unique fashion. Buettner didn't have an 'in' with Disney so he took a day off from duties and mapped out a sheet of funnies, in color, utilizing all the Disney, characters. He disguised himself as 'The Big Black Wolf' seeking a job on the animation staff. Result, a three-year pact for himself.

A Hollywood parachute stunter for pictures recently couldn't make the grade and the location company had to return to the lot without shooting a foot of film. Jumper usually gets himself a few snifters before going aloft, but on this particular day he was too well fortified to get off the

Frank Capra is set for some retakes on "The Lest Horizon" at Columbia with Walter Connelly playing the part of the Lama. Ronald Colman plays opposite. Previous *eenes were made with Sam jaffe. "Upon assembli final print Capra will make a selection based upon necessary condensations of the cutting of the fall print.

Leon Schlesinger, cartoon producer, celebrated 14th anni of his in Hollywood Oct. 22. He has been a cartoon impresario six years, cartoons released through Warners. He arrived on the Coast ? manager for Agfa.

Eddie Cantor created a new igh in benefits last week when he appealed for five charities on the Coast. Latter in addition to his radio and film work. Comic put in appearance for the YMCA, YMHA, Hadassah Society, San Francisco Community Chest and the Anti-Nazi League.

A New Worry

Minneapolis, Oct.

Local night spots and theatres get a bad break next weekend when Minnesota and Northwestern football teams, both undefeated, tangle in Chicago Saturday (31). More than 11,000 tickets for game, or one-fourth of fleld's capacity, have been sold

Exodus by train, auto and airplane will take away city's best spenders.

Berkeley and Connolly Prep WB 'Able' Dances

Hollywood, Oct. 27.
Busby Berkeley and Bobby Connolly will stage and direct specialty
numbers in Warners Ready, Willing
and Able.' Ray Enright is directing
the story. The story of the s

RADIO FOOD FROLIC FOR B.O

Indications That All 10 Points Of MPTOA Plan Will Be Okayed COMMERCIAL AID

Insi major distributors will adopt all features of 10-point program of icture Theatre Owners the Moti of America while some the lone exception of Warner Pos. will accede to some of the points While these expectations are based information to what extent the companies will at this the companies will at this time, in MPTOA circles in ultimately hoped that the entire program with tri

the entire program with tri , excluding the recalcitrant WB, may be obtained.

Warners has rerused to consider entry of the proposals contained in Ed L. Kuykendall's sales reform platform, but all other majors, including Republic, which is not a member of the Hays office, have not only discussed the program at length, but have actually indicated they are on the verge of rendering their decisions as to what they can do. The identity of those companies which are favorable to adoption of all 10 points in Kuykendall's program is not revealed, but reported on inside that all are receptive to organization of local conciliation boards and to a minimum, unconditional cancellation privilege.

of local conciliation boards and to a minimum, unconditional cancellation privilege.

Those that are expected to accede to the whole Kuykendall program are including agreement on the short form of contract submitted by the MPPOA last spring. Several of the points in the exhibitor organization's 10-point slate are taken care of automatically it conciliation boards are set up, such items, including protection, cut-rate competition and overbuying.

are set up, such items, including protection, cut-rate competition and overbuying.

Distributors are understood favoring the conciliation board plan because it will aid in settling disputes between buyer which otherwise may mean suits and resultant costs. The conciliation boards, under the plan, would try to get two parties together to work out problems voluntarily. It could not force decisions, but a unique fnamer of giving the conciliation boards arbitration powers has been suggested without danger of incurring legal troubles.

Kuykendall is scheduled to reach, New York Friday (30) to follow up matters with, istributors and push announcements on new sales poli-

German-Made French Talker Jerked When **Boycott Threatens**

'Amphytrion,' German-made rench film, was jerked by the 55th N. Y.

American premiere

(23), after a number of protests had been received from various organizations because the film's Nazi

actions because the film's Nazi background.

Theatre, managed by Martin Lewis and Herman Weinberg, claimed that it that no knowledge of the pictures it was actually French. Picture is being istributed by David Brill. Ulfa, producer of the athough having a distributing all its German language picture and though having a distributing all its German language picture and the produced of the distributing all its German language picture and the produced of the distributing all its German language picture and house of the film of the distribution of Ufa in the d

Singer's N. O. Chain

New Orleans Oct 27 New Orleans, Oct. 27.

A string of neighborhood and sub-urban theatres is planned here by Mort H. Singer, controlling both the Liberty and Orpheum in this city. He may go as far as Gretna, Haryey and Westwego, small towns across the Mississippi river from New Orleans.

B&K-GT STATES NET OF \$2,500,000

Balaban & Katz-Great States circuit of theatres is winding up its most profitable 12-month period in many years. Should the circuit fin-ish the year at its present pace, it will show a profit of from \$2,250,000-

\$2,500,000.

This been uniform both in the metropolitan spots and in the smaller towns of Illinois and Indiana. Chicago itself has been running far ahead of 1935 or 1934, with the loop and nabes finishing a tremendously profitable summer and early fall season. During the months of July, August, September and early October, the B.&K. spots were nearly 100% of last year's pace.

RKO TO REBUILD G.O.H.,

RKO TO REBUILD G.O.H.,

N.Y.; MAY DROP. 23D ST.,

Some time in January, 1937, RKO
will acquire the property of the Grand opera house on lower Eighth awenue, N. Y., the purpose of erecting a modern theatre to replace the old landmark. Deal has been with Warco Trading Corp., present owner, who operate through the Harrison Amus. Corp.,

New theatre will not necessitate the complete demolition of the old edifice, but will instead make use of the structural work and four walls. Interior the house will be entirely new. Front, will be cleaned and modernized for reopening in September next. Probable that old name will be retained.

House has been on the downgrade for some time. RKO intention is to make house first class subsequent run site.

New owners are at present debating the policy to be pursued in the neighboring. RKO Proctor's in 23d street. Latter has been only competition for G.O.H. in that territory and may now switch to follow G.O.H.'s runs, combined with lesser films. Also being considered is the abandonment of the 23d street house, although decisions on both matters are still pendi.

This is the first alteration on the theatre since completed in 1869 after four years in the make New York's theatrical center was then located in that section of the town's act variety and legit theatres. With other changes in that district, theatre slowly degenerated into cheap nabel class. District is being slowly rebuilt as better type residential district. Hope is to attract patronage from nearby. London Terrace settlement and also to inspire increased building and improvements.

Schrank Mends Orig

THEATRE'S AIR

L. K. Sidney, Loew Theatre Exec, Who Operates Sta-WHN, N.Y., Works Out New Twists on Cookery Angle-800 Paid Admissions at 10:30 A.M. on Second Broadcast

SCHOOLS BUY

(While cooking not new, and some indivi is stations have handled them with considerable showmanship, it is believed that WHN, New York, has opened provocative possibilities with its new stunt at the Ziegfeld theatre, N. Y. Borrowing from his extensive experience as a theatre showman, Louis K. Sidney, boss of WHN, has made a regular film theatre-type presentation of a cooking program and by broadcasting from the stage of a film theatre gives radio a glamorous setting and at the same time the theatre a chance to improve its gross since admission is strictly cash.

Possibilities are suggested by the (While cooking

strictly cash.

Possibilities are suggested by the Possibilities and the Possibilities and the Possibilities are suggested as a property of the Possibilities and the Possibilities are suggested as a possibilities and the Possibilities are suggested as a poss

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Hollywood, Oct. 27.

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Schrank previously collabed with Phillip Dunning on 'Page Miss Glory.'

Miss Allen's duties are heaviest in the closing parts when she talks menu palaver.

Helen York, Joe Martin, Emil Renan, Lloyd Wilson and Premac Glory.

Larger Than Life, in collaborati Grauman Kohn.

Schrank previously collabed with Phillip Dunning on 'Page Miss Glory.'

Helen York, Joe Martin, Emil Renan, Lloyd Wilson and Premac Glory.

Helen Such Helen York, Joe Martin, Emil Renan, Lloyd Wilson and Premac Glory.

Helen York, Joe Martin, Emil Renan of the program is hoke stuff but 'The pace holds evenly.

Dysart Acquires Skouras' St. Louis Assets: Offers to Pay 6c on Dollar

F-WC Takes F&M's Trio

Hollywood, Oct. For West Coast is closing a deal for the takeover of three Fanchon & Marco houses in Los Angeles. Spots considered opposition are the Bal-boa, Manchester and Mayfair. Mike Marco recently unloaded two Salt Lake City houses on F-WC.

UA SEPTET SET FOR RELEASING

three months United Artists will least seven pictures, or about half of what the company normally made for many years. At this rate, it will be repre-

sented on release almost to the same other majors

extent as any other majors which for years have turned out a larger number of films.

UA's releasing plans for November, December and January call for the following, with possible additions now not scheduled:

Come and Get II, from Sam Goldwyn, for release Nov. (Garden of Allah, GSelznick-International), Nov. 25; Rembrandt, Alexander Korda British-made, Dec. 4; Goldwyn's 'Beloved Enemy, Dec. 25; You Only Live Once. first from Walter Wanger, Jan. History is Made at Night' (Wanger), Jan. 15 and 'A Star is Born' (S-1), Feb. 1.

KINCEY-WILBY DICKER ON FOR BAILEY HOUSES

Negotiations been resumed by the Kincey-Wilby interests for the acquisition of the three George Wilmington.

the acquisition of the three George W. Bailey houses Wilmington. N. C., which would further increase the strength of this circuit in the Carolinas; giving it: a total of 76 houses in the two states. The K-W chai. a.lso operating in Georgi, Alabama and Tennessee, numbers between 130 and 140 theatres at present.

Harold F. Kincey, who was in New York on theatre operating, product and other matters, left Saturday (24) to return to Charlotte, where the incuit also has been attempting to acquire the Broadway there from Warner ros. This deal is looking a bit doubtful at the moment. Negotiations had been: a year ago to get. WB roadway, the month of the Warner chai, and were compactable to tresumed again a few weeks back. With annexation of the Broadway, KW would control all the first-run houses in the Charlotte, Imperial and State. The deal with Bailey to over his Caroli. Royal and Blou theatres at Wilmington, proposes a partnership arrangement under which Bailey would to operate the houses.

Lubitsch, Cooper West

Lubitsch, Cooper West
Ernst Lubitsch, accompanied by
Mis: Lubitsch, planed west yesterday
(Tues: leaving Samson Raphaelson with whom he had been
working on the story for the next
Dietrich picture to be done in December or January.
Another planing west yesterday
(Tues.) was Gary Cooper; who has
to fill a radio date before the end of
the week.

prises, Inc., were sold Thursday (22) to Thomas N. Dysart, chairman of bondholders' committee for Ambassador, New Grand Central and Mis-Dysart took

properties of company at public sale

properties of company at public sale conducted on steps of Civil Courts building by Nelson Cunli Skouras trustee. His bid offered to pay 6c. on the dollar on \$4.237,317 general claims against the Skouras company, besides assuming in full \$12,762 preferred claims against company and \$35,000 admi istration expenses. Sale is subject to approval by Referee in Bankruptcy Hope.

Assets transferred in sale include \$2% of stock of St. Louis Amusement Co. and a \$79,307 promissary note against St. Louis Amuse Co. Only other bidder for property was Harry Koplar, veteran motion picture exhi ito, and not only a stockholder in Skouras Enchon & Marco's St. Louis organization. Koplar opened bidding at 4c. on dollar, went up to 5½% of sale Perlman told Referee Hope he had not made bidd because he had not ander bidd because he had not made bid because he had not made his bid.

It is understood that if sale Dysart stands he will enter into a management agreement for operation of St. Louis Amissement Co., with Fanchon & Marco which now owns \$2% of any usement company stock. Such as move would give \$600 modes. Chief liability of Skouras Hros. Chief liability of Skouras Hros. Chief liability of Skouras Hros. Chief liability of Skouras Jargest claim ever allowed in baht-ruptsy court here. Claim was opposed by Cunliff who contended bonds had been giuly satisfed and discharged through reorganization proceedings of Central Propertie

DE LAVARRE VS. CAPT. **AUTEN OVER SHORTS**

De Lavarre, producer of film shorts, filed suit in N. Y. preme-court Friday. (23) for an injunction to restrai Capt. Harold Auten, is former agent, from colecting exhibitors' fees on the shorts. De Lavarre also asks for an account-

Plai recently called off agree-ment entered into with Auten in 1926 under which the latter was to act as the producer's agent. De La-varre says. Atten failed to submit an accounting to him.

Pasternak and Koster Re-tied on U 'Budapest'

Hollywood. roducer Joe Pasternak and irector Henry Koster, currentlywor ing on 'Three Smart Girls,' at
Universal' will be re-leamed to do 'It
Happened in Budapest.'
'Budapest' formerly lited
'Prescription for Romance.'

Previews Dragged in to Bolster B.O.'s: 'Dream' Gets \$11,200 in 2 L.A. Spots, Chinese-State Duo 251/2G; 'Carrie' Oke

Los Angeles, Oct. 27.

First runs downtown and in Hollywood are headed for fair returns on the comen week with nothing on the comen week with nothing of the comen was a standard to be supported by the support of holdowers, particularly Par's 'Big Broadcast of 1937,' in third week at the Paramount, are holding strong, with the new arrivals doing so-so.

'Ladies in Love,' day-dating at the State-Chinese, opened above average, but weakened as the stanza progressed. Most of the spots went in for previews in attempt to bolster trade, with RKO and Pantages pulling a pair each, for good returns.

Brought into the day-date Warner houses- for first showing at regular prices, 'Midsummer Night's Dream' piled up bigger take Downtown than at the Hollywood.

Estimates for This Week

Polimates for This Week

Estimates for This Week
Carthay Circle: (Fox) (1,518: 5538-41.10-45.65)—Romeo and Juliet'
(MG) (4th week). Strength shown
on fourth week at \$9,000. Last week
\$9,100. Maybe four more weeks
\$9,100. Maybe four more weeks
\$9,100. Maybe four hore weeks
\$1,100. Maybe four hore weeks
\$1,100.01. Last week
\$1

Four \$6,100, below expectations, tropically from the profitable.
Four Star (Fox) (900; 30-40-55)—Word for Carrie' (Par) (2d week), doldover good for \$6,900, plenty oke, ast week (1st) set new house record it \$6,000.

at \$5.000.

Religrood (WB) (2,756; 30-40-55-65)—Midsummer Dream (WB).

Take here running below day-date Downtown run, for around \$5,040, not a forte. Last week Todsworth (5d nowek), Ave days, finished at

Activation of the control of the con

Par, Omaha, Reopens Solo Pix at 55c in 100% Dual Town; 'Zieggy' 10G

Omaha, Oct.

Reopening of the Paramount far and away the new of the Paramount far and away the new of the lalong theatre row Uptow debuer dark more than a year except a brief few days last spring to roadshow Ziegfeld. This time the house presenting 'Zieggy' at popular prices as its opening attraction. Top tiff of 55c is something the town hasn't known in a couple of years except for stage shows, and whether or not that scale will click a big conjecture. Policy as set calls for single features with supporting shorts. Will demand the biggest releases to continue the policy. Always has been a demand shorts, but question arises as to whether a big show and shorts is to better than two features. That's the issue and the Paramount is the proving grounds.

Brandels (Singer-RKO) (1,250; 25-15-40)—Don't Turn Em Loose' (RKO) and Here Comes Carter' FN), double. Average ability only

and gross reflecting that way; \$4,100 average. Big Game (RKO) and Veltuce Claws (FN) last week were a little more turdy mostly on the control of the control

'MABEL'S' FAIR \$8,500 m K. C.

Kansas City, Oct. 27.

Libeled Lady' is pinnacling the Midland currently with, the bosemaphoring a hold. Cain and Mabel at Mainstreet is 30-50.

Estimates fer This Week Mainstreet (RKO) (3,200; 25-40).—Cain and Mabel (WB). Ear \$5,800.

Libeled Lady' (MG). Pacing town with \$22,000. Last week 'Devil is Sissy' (MG) and 'All-American Chump' (MG). dualled, okay \$12,500.

Newman (Par) (1,900; 25-40).—Magnificent 'Brute' (U). Ragged \$4,800. Last week 'Big Broadcast' (Par) (2d run) was proportionately better here than in its first showing at Mainstreet. Caught nice \$8,000.

Tower (Rewol-Fox) (2,200; 25)—25et in Taxi' (Col) and vaude. Stantage (U). Dessweek 'Box (U). Dimples' (20th) (2d run). Managing fair \$4,000. Last week 'East Meets West' (CB) and 'Married Men' (Par) held for dreary with \$3,600.

1st Runs on Broadway (Subject to Change)

Week of Oct. 30

Week of Oct. 30
Astor—Romeo
(MG) (11th wk),
Capitol—Libeled Lady' (MG).
Criterion—In His Steps'
(G-N) (28),
Music Bail—'A Woman Rebels' (RKO) (29),
Paramount—Big Broadcast of
37 (Par) (2d wk),
Rialto—Wives Never Know'

(Par). Bivoli — 'Ladies

West'

Rivoli — 'Ladies (20th) (28).

Boxy—East Meets (G-B).

Strand—'Charge rigade' (WB) (31).

Week of Nov. 6

Week of Nov. 6
Astor—'Romeo and Juliet'
(MG) (12th wk),
Capital — 'Tarzan Escapes'
(MG),
Criterion—'Polo Joe' (WB)

Criterien—Polo Joe' (WB)
(4):
Music Hall—'As You Like It'
(20th) (5).
Faramount—Big Broadcast
'37' (Par)' (3d wk).
Bivoli—Ladies in Love' (20th)
(2d wk).
Strand—'Charge of
Brigade' (WB) (2d wk).

BILL RIPLEY HEADS MPTO OF NORTHWEST

Septtle Oct 27 W. J. (Bill) Ripley, of Longview and Kelso, was elected president of Motion Picture Theatre Owners of Northwest at annual convention last Friday, succeeding H. W. Bruen Friday, succeeding H. W. Bruen.
Other icers and directors: L. O.
Lukan, p.; Jim Hone, secretary;
directors, Al Rosenberg, O. Gwinn
and Fred Mercy, Jr.
About 200 from Oregon, Washington, and Idaho, attended meetings,

largest in many years. Legislation and taxation problems chiefly dis

Inspector,' Ams Seattle \$8,800, 'Zieggy' 11+G

Seattle Oct

With general biz on the up here-abouts, Hamrick-Evergreen opens the Music Hall Nov. 9 with vaudilm Levy vaude is to be used in town, with decision in air as to spetting vaude in Orpheum or M. H. When this house opens all downtown the-atres will be lighted.

Estimates for This Week

lue Mouse (Hamrick) (900; 27-37-42)—Ladies in Love' (20th) and Three Married Men' (Par) (2d run); dual. Good. \$3,000. Last week

23G Puts 'Dimples' On Top in Philly; 'Craig's Wife' Fair \$12,000, 'Brute' 12G

Philadelphia, Oct. 27.

Shirley Temple's Dimples' is leadinst the pack. This, incidentally, is
first the pack. This, incidentally, is
first the pack. This, incidentally, is
first the pack. This week
Aldine (1,300; 40-55-65)—Gay Desperado' (UA) (2d week). Not up to
expectations at \$7,500. Last week's
\$10,500 was also disappointing.
Areadia (600; 25-40-50)—Lady Be
Gareful' (Par) (2d run). Fair \$2,200.
Lad week Grangeous Hussy' (MG)
Boyd (2,400; 40-55)—Craifs' Mile'
(Col.). Great notices but pic goes
out after a week at \$12,000. Last
week Tadles in Love' (20th), \$14,000. oksy.
Earle (2,000; 25-40-55)—Magnificent Brute' (U). Not over \$12,500.
Last week Two in Crowd' (U).
Fox (3,000; 40-55-65)— "Libeled
Lady' (MG) (3d week). Still hot at
\$14,500. Last week hit rousing
\$19,000.
Karlton (1,000; 25-35-40)—Ladies
in Love' (20th) (2d run). Getting
\$19,000.
Karlton (1,000; 25-35-40)—Ladies
in Love' (20th) (2d run). Getting
\$19,500. Last week Mives Never
Know' (Par) first run, pale \$2,400.
Keiths' (2,000; 30-40-50)—Dodsweek (2,000; 30-40-50)—Dodsuset week (2,000; 30-40-50)—Dodsuset week (2,000; 30-40-50)—Dodsuset week (2,000; 30-40-50)—Dodsuset week (2,000; 30-40-50)—Sumple'
(20th), topping town with robust
\$3,2000. Last week Big Broadcast'
(Par) (2d week), only \$13,000 n.s.g.
\$Stanten (1,700; 30-46-50)—Muyder

s3.300. Stanley (3,700; 40-55)—Dimples' (20th), topping town with robust \$23.000. Last week Big Broadeast' (Par) (2d week), only \$13.000, n.s.g. its promoters at a stanlen (1,700; 30-40-50)—Muyder with Pictures' (Par). Good notices arter' an ince \$5.700, Last week 'Old only Hutch' (MG), \$6.200, good.

\$100,000 Local-Made Pic; Will Rogers' Injun Cousin

Louisville, Oct. 27.

The Mammoth Cave Educational Motion Picture Corp. of Bowling Green, Ky., has been organized to film Echoey from Mammoth Cave, written by John A. Logan, of Bowling Green.

ling Green.
Princess Neioma, said to be a Sioux
Indian, is prime mover in the promotion, and is selecting cast of some
100 extras. Shots will be taken underground, and this is said to be the
first time the interior of the cave
has ever been fi.med. Princess promoted an Indian ball at the Bowling
Green Armory (23), in an effort to
find local talent for the film to augment the 25 or 30 performers which
she announced will be brought from
Hollywood.

Hollywood.

Some pics i which the Princess is said to have appeared are: Flaming Hearts' with Tom Mix, Last o. the Mohicans' (silent), Land of the Sky Blue Water, and Lo, the Indian. Director of proposed cave pic will be Chief Robert Redwing, who, the Princess said, was a first cousin of Will Rogers.

Echoes from Mammoth Cave, so its promoters announce, will be produced at an approximate cost of \$100,000, and will be 100% sound and

Football-Mad Mpls. Insures \$12,000 For Big Game; 'Adverse' Fair \$10,000

Swing Time' (RKO) (3d week), good, \$3,100.
Colysum (Evergreen) (1,860; 21-22)—Brother's Wife' (MGM) and 36 Hours' (20th), dual. Big \$4,000.
Last week "Piccadilly Jim' (MGM) and Educating Father' (20th), dual, \$3300. fair.

and Educating Father' (20th), dual, \$3,500, fair. Fifth Are. (Evergreen) (3,106; 27-307-42)—Ziegfeld' (MGM), prices headed for very big \$11,500. Last week: Boad to Glory' (20th), singleton, nice \$7,300. Liberty (J-vH) (1,500; 16-37-42)— (Gay Desperado' (UA) (2d week). Okay at \$4,500. Last week \$7,800, good.

Ohay at \$4,000. Last week \$7,800, good.
good.
good.
20 - Road to Glory (20th) (2d run)
21 - Road to Glory (20th) (2d run)
21 - Road to Glory (20th) (2d run)
21 - Road to Glory (20th) (2d run)
22 - Road to Glory (20th) (2d run)
23 - Road to Glory (20th)
24 - Road (20th) (2d run)
25 - Road (20th) (2d run)
26 - Road (2d run)
26 - Road (2d run)
27 - Road (2d run)
28 - Road (2

okay, Parameunt (Evergreen) (3,106-27-37-42)—Cain and Mabe! (WB) and 'Big Game' (RKO), dual. Good \$6,800. Last week 'Dimples' (20th) and East Meets West' (GB), dual, \$6,900,

LIBELED LADY \$20,000, CINCY

Cincinnati, Oct. 27.

Tabeled Lady, at the Albee, is in front this week, although Figskin Farade' is stacking up well at Palace.

A statimates for This Week 42)—
Lady (MG).

Tabeled Lady (MG).

Great at 20,000, Last week 'Cain and Mabel' (WB), \$13,500, all right.

Capitol (RKO) (2,000; 35-42)—
Big Broadcast' (Par) (3rd. week).
Okay \$4,000, Last week \$7,500, dandy.

Family (RKO) (1,000; 15-25)—
Fshakedown' (Col) and 'Heart of West' (Par), epith Fines \$7,500, dandy.

WB) and 'MLiss' (RKO), separated Grand (RKO) (1,200; 25-40)—
Dimples' (Fox) (2nd run). Family 33,300. Last week 'Craig's Wife' (Col) (2nd run). \$3,000, all right.

Ketth's (Libson) (1,500; 30-40)—
Wedding Present (Par). At \$2,800. lowest for a long stretch. Last week East Meets West' (GB), \$4,500, fain.

Durn 'em Lobes' (RKO). Getting \$4,500, fain. Dast week 'g Game' (RKO), \$5,000, Food.

Pralece (RKO) (2,600; 35-42)—
Pigskin Parade' (Fox). Okay \$10,500. last were 'imples' (Fox). \$8,500. light.

Pigskin Parade' (Pox). Okay \$10.500. Last week 'Dimples' (Fox), \$3,500. light. Shubert (RKO) (2,200: 40-60)—'In His Steps' (GN) and Bowes unit. Chilly \$3,000. Last week 'Kelly Second' (MG) and Folie Parisienne' unit opened the combo nolicy for the season with bangup \$17,000. Strand (Ind) (1,300: 15-25)—'Devil Doll' (MG). 'Piccadilly Jim' (MG). and 'Public Enemy's Wife' (MB). subsies singly, \$1,700. fair. Last week 'Girls' Dormitory' (20th). To Mary' (20th) and 'Miss Nobody' (20th), playbacks, divided \$2,000, all right.

B'HAM OPENING

Pantages Relights with Vaudfilm 'Dimples' \$8,000 at Ala.

Birmingham, Oct.

Birmingham, Oct.

Show business always looks up a bit when theatres announce reopen. The property of the prope

good, Empire (Acme) (1,100; 25)—East Meets West (GB), Nice at \$3,000. Last week 'Pepper' (20th) light,

Minneapolis, Oct.

With little in the way of new attractions to arouse the public, mild grosses appear in prospect currently.

The Orpheum this week.

The Orpheum this week.

Change, seems to have the edge over its bigger competitor, the Minnesota. The Singer house offers 'The Big Game' supplemented by a stage show and, with football interest at fever pitch here because of the continued ermarkable gridiron work of Bernie Bierman's Gophera, the film is pulling a goodly measure of trade. On the other hand, 'Adverse' is off to a surprisingly slow start and will be lucky to hit five figures.

Two holdovers, 'Big Broadcast' and 'Ann Goodley,' are still cilcking. Ann Goodley, and Goodley, and Goodle

dence for, perhaps, several weeks longer.

Estimates for This Week
Aster (Publix) (900; 15-25)—Chan at Race Track' (20th). An entire week for this first-run and good 300.

Asking' (Par) and There work of the second runs and Three Cheek' (Coch), second runs, and Three Cheek' (Par), first run, split, \$700, fair.

Century (Publix) (1,600; 15-25)—To Mary—With Love (20th) (Gorgeous Hussy' (MC), second loop runs, split, Looks like good \$3,500, Last week Green Pastures' (WB) and Piccadilly Jim' (MG), second loop runs, split, 15,006, good. 0-25)—Toot Turn Em Loose' (PRO). Not need to prove the split of the second runs and the second runs and the second runs and subject matter oke for this house; mid \$1,400 indicated. Last week 'Wives Never Know' (Par), \$1,300, light (Publix) (4,200; 25-35-5)—Adverse' (WB). Not meeting box office expectations, but may improve as result of word-of-mouth boosting. Very well, sold, but not move the second runs and scheduled to take on Northwestern next Saturday, its two ace games of season, this picture wery appropriate and timely and getting the second loop week, extended to take on Northwestern next Saturday, its two ace games of season, this picture wery appropriate and timely and getting to the second runs and scheduled to take on Northwestern next Saturday, its two ace games of season, this picture wery appropriate and timely and getting the second loop week, extended to take on Northwestern next Saturday, its two ace games of season, this picture wery appropriate and timely and getting to the second runs at fast pace; its \$7000 indicated. Last week 'Devil Is Sissy' (MG), \$6,700, good.

Time (Berger) (290; 15-25)—Secret Agent' (GB). Second loop run, heading for good \$1,000. Last week 'Devil Is Sissy' (MG), \$6,700, good.

Time (Berger) (290; 15-25)—Secret Agent' (GB). Second loop run, heading for good \$1,000. Last week 'Mummy's Boys' (RKO), \$9,00 fair. World of good \$1,000 of good \$

TWO 'BIGS' BOTH BIG. \$8,000 IN PORTLAND

Portland, Ore., Oct.

'Midsummer Might's Dream' is at the Mayfair, with admish boosted from the usual 40e to 55c top. Psychic angle in that is it's still supposed to be worth the previous roadshow prices and thus rates the extra 15c. Results are better than average in that house, but nothing startling.

Bestimates for This Week.

Mayfair (MGC) and Captain's for \$5,000. First week big. 7,200.

Mayfair (Parker- Ever green) (1,400; 35-55)—Midsummer Dream' (WB) with admish boosted to 55c top. and special school mat helping. (MB) with admish boosted to 55c top. and special school mat helping. (doing pretty good at \$4,200. Last week Gorgeous Hussy' (MG) wound up fourth week with okay \$2,200.

O'pheum (Hamrich - Evergreen) (2,000; 30-40)—Your Heart' (WB) and Wives Never Know (Par), dual Captain and Sach to Nieure' (Fox). Josed a fair second-week at \$4,800.

Paramount (Evergreen) (3,000; 30-60)—Big Broadcast' (Par) and 'Big

Meets West' (GB). Nice at \$3,000. Last week 'Pepper'. (20th) light, \$2,200. Bits (Wilby-Kincey) (1,600 25-50) — Pigskin Parade'. (20th). Despite football season will get only around \$2,800. Last week 'China (Cipper' FN) moderately good at \$3,200. Strand (Wilby-Kincey) — 'V. e Fangs'. (20th) and Three Cheers for Love, 'split. Poor \$1,400. Last week 'China (Cipper' Fangs'. (20th) and Three Cheers for Love, 'split. Poor \$1,400. Last week 'China (Cipper' Fangs'. (20th) and Three Cheers for Love, 'split. Poor \$1,400. Last week 'China (Cipper') and 'Seven Sinners' (GB) isappointed at \$1,500. When the complete the c

Siage Shows Boosting Chi Spots Into the Money, Oriental 20G, Pal. \$27,000 with Units; 'Carrie' \$26,000

Oriental with the Circus de Paree' unit, Palace with 'Folie Parisienne' unit and State-Lake with its usual house-built show are galloping into major money.

Estimates for This Week Apollo (B&K) (1,200; 33-45-65)— tage Struck' (WB). Upping take to 10,000, fine. Last week Craig's Wife' Col) mediocre at \$6,200.

Chicage (B & K) (4,000; 35.55-75)— Word for Carrie' (Par) and Dave Apollon unit. At \$26,000 only fairish. Last week 'Ladies in Love' (20th) snagged plentiful \$35,500.

Garrick (B&K) (900; 35-45-55)— Ladies in Love (20th) (2d run). Moved here from Chicago; good K,000. Last week Your Heart (WB) skay at \$6,800.

okay at \$6,800.
Orlental (B&K) (3,200; 25-35-40)
—(China Clipper (WB) and Circus
de Parce' unit. Mostly the unit currently for one of the best marks in
many weeks; nearly \$20,000. Last
week 'Hollywood Blvd.' (Par) weak
at \$12,800.

at \$12,800.

Palace (RKO) (2,500; 35-55-75)—
Palace (RKO) and Folie Parisienne' unit. Big winner at \$27,000.
Last week sad at \$16,000 for 'Magnificent Brute' (U).

ast week sad at \$16,000 for 'Maginforent Brute' (U).

Poosevelt (B & K.) (1,500; 35-45-65)

-Cain and Babe! ('WB). Neatly at
16,000. Last week: 'Ramona' (20th)

2d week), 'meagre \$4,100.

State-Lake (Jones) (2,700; 20-25
-0.3-40)—'Son Comes Home' (Par)

nd stage show. Better than \$17,000.

terrific on Friedays with all-day bank.

ast week '36 Hours' (Col) and

aude in the money at \$16,000.

United Artists (B & K-UA) (1,700;

-55-75- Tibeled Lady' (MG) (3d

veek). Pressure of other picture

orcing this one out. Metro pictures

ave first call on the house, but

Dodsworth' (UA) is waiting. Turn
ng in a bang-up \$13,000 at least for

he final week. Walloping \$19,800

ast week.

Local Folies d' Amour' Sends Orph, Lincoln, To Big 4G with 'Loose'

Elast of business this week is head-toward Orpheum, inspired by the ee-day girl extravaganza, Folies mour. Hinge of exploitational or has been hanging on the en-ormation of the study of the formost of the study of the etc. tied in with the fastion w. House should come off with 100.

4,000.
Only a \$3,300 promise lies in the straight pic Stuart with Shirley's Dimples on tap.
Weather has taken a sharp turn to sold and has been 10 to 17 degrees pelow freezing several nights so far, forecasting another of those winters.

coto and has been 10 to 17 degrees below freezing several mights so far, forecasting another of those winters. Bestimates for This Week Liberty (LTC) (1,200; 10-15)—President Vanishes' (Par) plus Treachery (RICS) the Range (WB) split with All American Chump Probably only fan the Dark (Par) Plus Brogon Murder Case (WB) split with Murder With Pictures (Par) plus White Zombies' (U) got away with \$850, about average. Lincoln (LTC) (1,609; 10-20-25)—Mohicans' (UA). Pic comes in on crest of national ask and if pace holds, will wind up with \$2,800, good chough, Last week 'Old Hutch' (MG) skipped lightly over the past season's records and did the best for the Base since its sister. Ah Wilder-Base since its sister. Ah Wilder-

took it on the chin mi ay wit sudden drop in temperature; clip the expectancy pretty badly, but showing a good margin with \$3, Varsity (Westland) (1,100, 10 25)—Adventure in Manhattan (1 (2d week), After having ca \$1,400 in the first stretch \$1.000 make 'em happy for the second

BUDDY ROGERS UPS ST.LOUIS AMB, \$19,500

St. Louis,

'The big noise in town is personal appearance of Euddy Rogers at Ambassador and Popeye, at St. Louis and increase of prices at first named house. Upping of price scale in first-run house (with exception of Low's three-week up for 'Ziegfeld') is first in more than three years.

House announced that extra cost of present shows (which now includes pit band show with Paul Ash and the present shows (which now includes pit band show with Paul Ash and the present shows (which now includes pit band show with Paul Ash and the present that the present the present that the present the p

big help in altitude notes to a secondary line of the control of t

SCHOOLMARMS' CLEVE. CONV. HYPOES ALL PIX

N.E.O.T.A. convention hauled in largest number of teachers in last dive years and stimulated trade way over figures of other conventions. Concrence arranged so school-ma'arms, who seem to have more money to spend, have plenty of time to catch late afternoon mats or final shows, which they're taking advantage of.

marms, who seem to have more money to spend, have plenty of time to catch late afternoon mats or final above, which they're taking advantage of.

State again taking week's first prize with Devil Is a Sissy, 'getting greatest play from femme educators, indicating a top gross. Man Godden and the state of the state of

Cain and Mabel, although not a smash, looks like this week's winner. Devil Is a Sissy, dualled with Met in a Taxt, easily earned a holdover at the Orph and State. Gay Desperado is good, but not big at the Memorial. Boston is stiting pretty with a good specific stiting to the specific specif biz. Estimates for This week.

Basten (RKO) (3,000; 35-50-65)—
Back to Nature' (20th) and stage show topped by Morton Downey. Will do all right, about \$22,000. Last weeks Big. \$46,000 ; (MKC) and vaude. Fenway (M&P) (1,600; 25-35-46-50)—[Hollywood Boulevard' (Par), 2nd run, dual. Okay \$6,000. Last week \$5,500 for 'Adverse' (WB), second week.

DET'S WEAKIES; **TED LEWIS 24G**

Sissy' (MG) and 'All-American Chump' (MG). Opened nice and 514,300 in sight for above average biz. I say week 'Dodoworth' (MG) and 'Rel's Second' (MG), finished Missouri (F&M) (3,514; 25-35-55) — 15 Maiden Lane' (20th) and 'Don't Turn 'Em Loose' (RKO). Will ob \$10,600, better than average. Last week 'Lady 'Be Careful' (Par) and 'Star week Lady 'Be Careful' (Par), no complaint on \$9,700 collected for the plaint of \$1,000 collected for the plaint on \$1,000 collected for the plaint of the plaint o

Big Broadcast' Smash \$58,000 at N.Y. Par, 'Brute' Sock 43G, 'Adventure' 68G; No Pre-Election Slump, But-

Election is so near at hand that it days to a staggering \$56,000. This is may be only the stronger of attractions can entice 'em away from politics. It would seem that this is the case with some pictures doing unusually well, while others are under normal expectations. A cool wave hit town Monday (26), which may keep a percentage of fans indoors until they get used to it, but man agers are not looking for much of a scar because of this. The greatest fear is that between now and Election Day (3) campaign speeches the properties of the control of the contro

'MABEL' RAISES

B.O. CAIN IN

HUB, \$28,000

B.&K. General Offices Into State-Lake Bldg.

Balaban & Katz eneral offices will move out of the Loop-End building next to the Chicago theatre to the State-Lake This will take in the advertising and publicity offices, the bookkeening and general routine departments. Same groups now housed in the Chicago theatre offices will also mat. ** the move.

ine Roxy can't holdover since it is committed right now on five new pictures.

Big Game is doing the best business for the little Rialto since the Louis-Schmeling fight pictures at a gait geared for \$8,000. Two in the also-ran class are 'Adventure in Mannhattan' and 'Follow Your Heart.' The Music Hall may get up to \$68,000. Two in the also-ran class are 'Adventure in Mannhattan' and 'Follow Your Heart.' The Music Hall may get up to \$68,000. Two in the appointing. The Criterion called it a day last night (Tues) with 'Heart' at only around \$11,000 and today (Wed.) brings in the first picture to be released by Grand National, 'In His Steps.'

The holdovers spotty, best being 'Devil Is a Sissy' at a possible \$22,000 on its second stanza at the Capitol. Second week for 'Cain and Mabel' looks only \$15,000 for the Strand and 'All be replaced on Saturd and 'All be replaced on Saturd to the Light Brigade.'

The Riverse of the Riverse and Strand and the strand of the Light Brigade.'

The Riverse for the Riverse and Strand and Strand and the strand and 'Ill be replaced on Saturd the Strand and 'Ill be replaced on Saturd 'Ill be seen and 'Ill be replaced on Saturd 'Ill be seen and 'Ill be replaced on Saturd 'Ill be replaced on

Ladies in Love is the new one here today (Wed.).

Estimates for This Week

Astor (1012; 55-\$1.10-\$1.65-\$2.20)—
The control of the control of

Ist. un. 10 loay \$6,000. Last week 55,500 for 'Adverse' (WB), second week Keith Memorial (RKO) (2,900; 25-35-50)—Gay Desperado' (UA). Not up to expectations \$16,000. Lost week 'Ramona' (20th) fizzled to \$14,000.

Metropolitan (M&P) (4,200; 35-50-55)—Gan and Mabel' (WB) and Harriet Hoctor starring stare show. Good pace, indicating \$20,000. Lost week 'Dimples' (20th) and Hal Kenno 1000 (20th) better. Last week's duet, 'Main Goc'Lane'. (U' C' dar run) and '11,000 very
Last week's duet, 'Main Goc'Lane'. (U' C' dar run), \$11,000. very
Last week's duet, 'Main Goc'Lane'. (12) (13) (13) (14) (15) (15) (15) (15) (15) (16)

Big Broadcast' (Par'). and pit show,
Clyde Lucas orchestra. Strained the
ropes and the house staff for first
work of \$50,000, rew high under
rosent policy instituted Xmas day
last. Goes three weeks, maybe four.
Lant week, second for 'Vallant' (Par'
Lant week, 'Last') (13) (13) (14),
hours remained onen until '3 a.m.
Laide (15) Music E-11 (3,980. 42-60-35-99-31.65)—'Adventure in Mar'
Latt' (16) and stage show. A
low-goer but okay at \$58,000. Let's
'Vallant' (16) (16) (16) (16) (16)

Stel', Soon 'Woman Robels' (RKO)
comes in tomorrow (Thurs).

Bialte (150; 25-46-56)—'Bir Game'
(RKO). A natural at football timerand probably \$9,000, best in long timehere. Last week 'Longest Night'
(MC), 'A200, over expectation.'

Birthe (10) comes in today (Wed),
Box* (5,836; 23-45-55-75)—'Marnificent rute' (U) and stage show.
Drawing very well. indications
well week, second for 'Dimn'les'
Last week', second for 'Dimn'

theatre offices will also mal.* the move.

Loop-end ing will be entirely relear of B. & K. but the Chicago theatre offices will still be retained for the fop exec desks of John Balaban, J. J. Rubens, Walter Immerman, Nate Platt. Lou Lipstone, A. J. Kaufman, Bill Hollander, Dave Wallerstein, et al.

& K. taking a solid floor on the State-Lake building for this switch, state-Lake building for this switch,

N. Y. Dailies Give More Space to Radio and Cabarets, Aver Pix, With Fraction of Adv. Support

New campaign to get more liberal picture news and publicity representation in the New York dailies gained momentum last week as the RKO circuit indicated whole-hearted support. However, real leverage in accomplishing results probably will come from the merchants' committee, which is expected to confer with the daily papers in the near future. Committee now is collecting data and statistics to lay before the metropolitan publications.

One spokesman for RKO trasted the amount of publicity corded night clubs and radio as compared with ictures and film theatres in comparison with the amount of advertising furnished, the amount of advertising furnished, the drate or almost absence of advertising. He considered the films should have wide edge in matter of space.

Present setup in the matter of

ising. He considered the films should have wide edge in matter of space.

Present setup in the matter of theatres getting a break in magazine also pointed out. Fact that publicity, news and photographs must be supplied two and three weeks in advance precludes playing up pictures and stars of forthcoming attractions because seldom are films definitely set on playdates that far in advance. Figured that it cramps local theatre's set on playdates that far in advance. Figured that it cramps local theatre's activities in behalf of current or future pictures, because publicists are unable to concentrate on timely productions and players. The only solution is opening up pages of the dailies he claimed.

The manner in which the so-called amusement page is cluttered up with Radio: and cabaret items, actually dwarfs the importance of alms and picture productions, according to the compared with the other two mostile concentrated it stems, actually dwarfs the importance of alms and picture productions. The presentatives. They considered reader interest stems actually was particularly assailed because wiewed as highly competitive medium and one that seldom goes in for heavy newspapers in N. Y. could not afford to ignore pictures decause of the reader interest in the screen.

IN DENVER TEMPLE IS BIGGER 'N' EVER: 11G

Libeled Lady and Big Broadcast e giving the Orpheum and Den-am, respectively, big second week rosses.

ham, respectively, big second week grosses.
Dimples' is pulling the best gross of any of the Temple slms so far at the Denver, and will go to the Aladdin for a second week.

Estimates for This Week Aladdin (Hufman) (1,500; 25-40-50)—Dodsworth: (UA). (2d run). The standard (Hufman) (1,500; 25-40-50)—Dodsworth: (UA). (2d run). (2d run). (2d run). (2d run). (2d run). (2d run). (2d run) (2d run). (2d run) (2d

"Man" Who Lived Twice' (GB).
Fair at \$1,500. Last week 'Midsummer Dream' (WB) (2d run) fair \$1,500.
Center (Allan) (1,500; 15-20-25)—Ride Em, Cowboy' (UI, 'Werewolf of the company of the

SCHNITZER EAST-WEST

Joe Schnitzer, one time RKO-Radio prez and now head of the Western Costame Co. in Hollywood, is in New York on a buying trip. He returns to the Coast Oct. 31, by boat.

15,000 Schoolma'ms Help Indpls.; 'Dimples' \$8,000

ianapolis,

State convention of .15,000 school teachers here for several days sepped up downtown theatre grosses for the current week and strengthened the final day's business last week considerably. The Lyric, offering the town's only stage show, profited the most from the visitors this week with its combination bill of 'Here Comes Carter' and a unit 'Shooting High.'

Estimates for This Week
Apolle (Fourth Ave) (1,100; 25-40)

—Dimples (20th). Since death a unit 'Shooting High.'

Estimates for This Week
Apolle (Fourth Ave) (1,100; 25-40)

—Dimples (20th). Since death of Will 'Rogers, Shirley Temple has been this house's ace box office-bet and the little girl's latest release is starting off at figures better than her own previous, marks at \$4,000. It's sure to remain for another week. Last week 'Ladies in Love' (20th) okay at \$4,750.

Circle (Monarch) (2,800; 25-40)

Big Broadcast' (Par) (2d week). Good at \$5,000, First week \$9,600, swell.

Leew's (Loew's) (2,000; 25-40)

Libeled Lady' (MG) (2d week). Ex-

well.

Lew's (Loew's) (2,600; 25-40)—
Libeled Lady' (MG) (2d week). Excellent at \$6,500. Terrific \$12,500
first week.

Lyric (Ison) (2,000; 25-30-40)—
Here: Comes Carter (WB) and
Shooting High' unit, Latter with
Slate Bros Teatured was stressed in
campaign as 'direct from record run
of six weeks at Falace, Chicago.
Gross \$9,600; dandy, Last week
(Girl on Front Page' (U) and vaude
\$8,200, good.

Political Pics Get \$1,800 for 3 Days m Cap

Washington, 27.

Rialto, local revivel spot, cracked newspapers by scheduling 'official' campaign films' of [Rep. and -Dem parties: Films week Let's Lock in the Rep. and -Dem parties: Films week Let's Lock in the Rep. and -Dem parties: Films week Let's Lock in the Rep. and the Let's Lock in the Rep. and 'Our Progressive President,' Offered by National Progressive Committee, latter being assembled from Universal's old 'Our Fighting President,' Celluloid cost house nothing and local political durined, showing into circus. Smash opening, but dropped off, after first three days since idea was more novel than entertaining.

Belasco stirred up plenty of interest by selling 'Spring Shower' as film that was banned in N. Y. Okay of local authorities and claim of critics that it was innocence-plus lilled spring work of the Cost and the Review of the Review of

two days.

Stilmates for This W:

Belasce (Radin) (1,100: 25-35-4050)—Spring Shower (Du World).

Bally as banned in N. Y. gave nice
opening but slipping to \$2,500. Last
week Cynara (UA) (revival), oke,
\$3,000.

Sylon. (Tevival), oke, \$5,000.
Capitol (Loew) (3.424; 25-35-60)—
Devil Is Sissy' (MG) and vaude.
Nice \$23,000. Last week Ramona'
(20th), same.
Earle (WB) (2.423;
—Word for Carri (Par) and vaude.
Big build-up for Gladys George and
fair \$15,500. Last week Sing betweek
(WB) and Ina Ray Hutton band, big, \$18,000.

\$18,000.

Reith's (RKO) (1,830: 25-35-60)—
(Gay Desperado '(UA), Swell \$10,500.
Last week 'Godfrey' (I) (3d week), bi, \$8,500.

Met. (WB) (1,853:)—'East Meets Week' (GB), George riss responsible for big \$6,000. Last week 'Murder With Pictures' (Par), passable, \$3,500.

sable, \$3,500.

* Palace (Loew) (2,363: 25-35-60)—
Big Eroadcast (Pcr). Good \$16,000.
Last week: Dimples': (20th) disappointed with \$14,000.

*Risito (Indie) (1,100; 25-30-40-50)—
Six, of. a Kind' (Par) (trevival) and campaign films. Bally staged by local young Reps and Dems gave political pics big send off but yanked after three days with \$1,800 in till, oke considering films were free, Kind' continuing with-help of Man of Aran, but n.s.g.

National 1st Runs

WARNER BROS.

Captain's Kid, Garde, N. London, 28; Pal, Wichita, 30; Lyric, Indianapolis, 30; Raleigh, 31.

UNITED ARTISTS

Lyric, Indiangons, 30;
Raleigh, 31.

VINITED ARTISTS

'Come and Get It,' S.F.,
Nov. 5: Seattle, UA,
P'ilasd,
Dodsworth,' Rialto, Butte,
Nov. 1: Madison, Det, 5 and 12;
5th Ave, Seattle, 5; Des M. and
Roosevelt, Des M. : Emboyd,
Ft. Wayne, 6; Tivoli; Chat'nooga,
12; Minn, Mgls. 13; Orph,
Omaha, 13; Orph, Madison, 14;
Tampa, Tamps, 14; Alhambra,
B'ham, 20; Queen, Galveston,
21; Cap, Ottawa, 27.

'Gay Desperado,' Warner,
M'waukee, 30; Roxy, Tacoma,
30; Warner, Memphis, 31; Maj,
B'dgep't, Nov. 6; Pal, Chi, 6;
Trent'n, 6; Cap, Scrant'n, 6;
Aladdin, Denver, 7; Keith's,
Cincy, Maj, Dallas,
UNIVERSAL

'Man I Marry, Pal, N. Y., 30;
Rialto, L'Ville, 30; Maj, Mobile,
Nov. 1; Pal, Akron, 3; Pantages
& Hill St., L.A., 4, Lansing,
Lansing, 4; Ben Ali, Lex'ngth.,
5; Albee,
Magnificent Brute,' Pan &
Hill St., L.A., 28; State, Richmond, ; Rivoli, Toledo, 30;
Rialto, L'ville, 30; Garrick, Winnipeg, 30; Fay's, Proy, 30; Empire, Montgomerry, 31; Jayhawk,
Topeka, Nov. 4; Omaha, Omaha,
5; Warner, M'waukee, 6; Fox,
Det, 6; Kimo, Albuquerque, 11;
Boston, Bos, 11; Cap, Trent'n,
13.

Twe In a Crowd.

Twe In a Crowd, homa C., Orph, Omaha, ialto, Charlestn, Nov. 1; Par. Cedar R., 3; Texas, S. Antonio. 4; Fulton, Pittsb'g'h, 1i; Lucas, Savannah, 12; Tenn; Knoxv'le, 12. PARAMGUNT 'Wedding Present, Mich, Det, Uptown, K., 30; Mpls., Noy. 13. 'Ge West Xoung Man, Chi, Nov. 6; Denham, Mainst, KC, Mi Mpls, 20. 'Big Broadeast, Par. Seattle, 29; Fox, St. L. 30; Cni, Chi, Nov. 13 and 20. 'Vallant is Word 'r Carrie, Newno, 'KC, 30; Orph, Seattle, 30; Minn, Mpls, 20. 'Lady Se Careful, State, Det Nov. 5; Orient'l, Chi, 6. Two In a Crowd,

'Lady' No Libel on the B.O., Strong \$16,000; 'As U Like It' Mild in S. F.

Hold W. J. Williams, Port. Theatre Man; Fraud Ch'ge

Tacoma, Oct. 27.

W. J. Williams, Portland theatre man, being held in the county jail in lieu of \$1,000 bail, faci a charge of fraud. Williams was arrested in Portland and brought back to this city charged with issuing rubber checks. Several merchants and individuals charge checks they honored were returned. Williams reopened the New Rose here, a subsequent run house, it is claimed, with a woman partner, the latter furnishing the capital. The woman complained that Wi iams wrote checks on the theatre account, gave them to an employe to make small purchases and then allegedly pocketed the change.

DEVIL' TAKES **BALTO FOR 12G**

Baltimore, Oct.

Weather chilled a bit over weekend and biz perked.

Estimates for This Week
Century (Loew-UA) (3,000; 15-25-35-40-55)—Devil Is Sissy' (MG).
Dandy \$12,000. Last week, second of Tibbeled Lady' (MG), k, at \$7,500.

Hippidrome (Rappaport) (2,300; 15-25-36-40-55-66)—Under Orders' (RKO) and Town Hall' amateurs on stage. Good enough \$13,000, with nuch because of specific show, both the stage of the stage. Good enough \$13,000, with nuch because of specific show, both the stage of the s

70). swell.
Stanley. (WB): 15-25-35-4055)—'Cair and Mabel' (WB). Smacks
10,000. Lest. weel: 'Midsummer
Dream' sound at \$5,500.

San Francisco, Oct. 27,
A wide variety of celluloid enter, tainment is on tap at the downtown houses this week, several of which ainment is on tap at the downtown houses this week, several of which are declined to the business of the busi

BROADCAST'S' \$10.000 STANDOUT IN MONTR'I

Montreal, Oct. 27.
Cspitol is topping the straight pip houses currently with ig Broad cast on a dual.

Estimates for This Week
His Majesty's (CT) (1.600; 50)—
East. Meets West' (Brit) and Lime light' (Brit). About \$3.500, good Last week-geond of Nine Day also British, fair \$3.500. good State week-geond of Nine Day worth' (UA) and Wives Neve Know' (Par) (2d week). Good \$7.500 Fine \$10,000 first week.
Capitol (CT) (2,700; 50)—Bods Fine \$10,000 first week.
Capitol (CT) (2,700; 50)—Bods 10,000 fine \$10,000 first week.
Capitol (CT) (2,700; 50)—Bods 10,000 fine \$10,000 first week.
Capitol (CT) (2,000; 50)—Welly Second' (MG) and Fais Wolden Crowd' (U) good South Conserver (M. Co.) (3,200; 50)—Kelly Second' (MG) and Fais Wolden Doing nicely for \$11,000 Last week Follow Your Heat (Rep) and Blackstone excellent \$15,000.

Frincess (CT) (2,300; 50)—Last o

ler band. Doing nicely for \$11,000 Last, week 'Follow. Your Heart (Rep) and Blackstone, excellent \$15,000.

Frincess (CT) (2,300: 50)—Last o Mobicans' (UA) and 'Three Marrie Men' (WB), Good \$7,500. Last weel 'Stage Struck' (WB) and 'Scom Wife' (WB), fair, \$5,500.

Vinema de Paris (France Film (600: 50)—Veille D'Armes. Goo biz at \$2,500. Last week 'Le Golern and 'Coup de Bourse' (2d week '1,600, fair. St. Denis (France Film) (2,300: —Anne Marri and 'Jacques et quotte.' Grossin: \$4,500. cood. week' Vertige d'un 'Se' and specteur Grey,' good, \$5,000.

Dimples' Disagnous's Smoky Gily with \$5,500 at Aivin and May Not Hold

iggest weekend town has seen in ears got practically everything off to a running start and it looks like amother breezy sessi all clorr the limited by the limited b

doi only, so-so biz at Alvin.

Estimates for This Week

Alvin (Harris) (2,000: -55-40)—

Dimoles' (20th-Fox). Weakest Shir

ley Temple biz on record; \$5.500, ax
tremely poor for a Temple flickes

and not fenough earn a second

week. Last week 'Magni con

Brute' (UA, good at '\$6.600 on big

male plaf.

Futer (Shea-Hyde) (1750: 25-40)

Futer (Shea-Hyde) (1750: 25-40)

male plag.

Futton (Shea-Hyde) (1,750; 25-40)

Follow Your Heart (Rep.) Plenty
of plugging and ballyhoo through
seven weeks run of 'My Man Godfrey,' but no helo, and bogging house
down to \$3,000. if that. Seventh and
last week of 'Godfrey' (U) okey nig
\$4,600 and could possibly have
stayed longer, but nabes were yelling.

stayed longer, but nabes were yelling.

Penn (Loew's-UA) (3.300, 25-35-50)—Libeled Lady' (MG), Powell-Harlow-Loy-Tracy combo, socko at \$18.500. Last week 'Devil Is Siss' (MG) fell 'of' and wound up disappointingly at \$10,000.

Stanley (WB) (3.600; 25-35-50)—Big. Broadcast' (Par), Comingthrough with \$17,000. Last week 'Cain and Mabel' (WB) led the town with a swell \$15,500.

Warner (WB) (2.000; 25-40)—Big.

with a swell \$15.500.

Warner (WB) (2,000: 25-40)—Big
Game' (RKG) and Here Comes
Carler (WB). Football ficker and
light comedy an ideal dual for this
particular week and timeliness of
improgramment. Around \$5,000. excellent. Last week under \$4,000 with
Three Married Men' (Par) and Isle
tof Fury' (WB).

39 Midway

- (Continued from page 1)

midway shows is the enormous attendance predicted for the fair. Extendance predicted for the fair. Extendance predicted for the fair. Extended that the N. Y. show will play to 50,000,000, people.

Acide from the general lure for individual parties and families, the New York World's Fair already has caught the fancy of bir groups planning conventions in 123. 39 and 40, No matter which year the conclaves are to be held, leaders of fraternal, social and veteran organizations are finding it to their liking to shift convention dates to 1939 in N. Y. deer to take in the expositi

Literally scores of conventions never before held in Manhattan, already are sending inquiries to the N. Y. Convention and Visitors Bureau. One of the latest to be deded to the 1939 list is the Woman's Eeneft Associ

This fraternal association, with 10,000 members, made the convention bureau.

Anyway They Agree on 1 Thing in Minn. Election

Senator Elmer nson, Farmer-candidate for governor, has come out against daylight saving, opposed by Minnesota exhibitors. He also has committed himself against a state theatre admission tax as well as a sales tax.

His opponent, Martin Nelson, publican, also is on record against a sales tax.

ritish film

Federation of Britis

Mussolini Trying To Laugh Off Italo-U. S. Film Impasse; Pix Co.'s in America Won't Stand It

American film biz is still out of Italy, with the situation status quo for the time being. Ruling in Italy American firms wanting to do any business in Italy under the new conditions must sign an agreement pronto-agreeing to the drastic moisy terms laid down, the Italian government, otherwise no prints of the company involved can pass the Italian government, not a many than the company involved can pass the Italian border. No American company has signed the agreement and no American prints have gone into the country in the past three weeks.

Meantime U. S. government niegoti ith Mussoli i are more or less at a standsili. Mussolini s turned all protests of Americans on the subject over to his son-in-law, I. Ciano. Latter is in Berlin where he last week negotiated the deal with Hitter and hasn't had time to take up the matter of films or its ramifications. Americans must therefore wait until Ciano comes back to Rome and then try tackling him again.

Hays office in New York is keeping in constant touch with all film companies on the matter and assting that everybody sit back and wait while the U. S. government, though the Commerce Department, goes to hat and sees what it can accomplish.

iplomatic Palaver Washington, Oct. 27.
American iplomatic protests
(Continued on page 31)

BRITISH EXHIBS NIXED BY DISTRIBS

London, Oct hopes of beating out a plan to check overbuilding of motion picture theatres, atthough distributors have refused cooperation along lines, suggested by the former—barring of product from new properties held to be redundant.

General council of the inematograph Exhibitors' Ass'n this week, expressing disappointment at the attitude of the Kinematograph Exhibitors' Society, till expects some joint action later, but meantime is looking for an "filternative method" of proceh.

proach
K.R.S. reply, to C.E.A. invitation
stated: This Society would not be
in a position to consider any proposals or schemes if the same contained any provisions which would
call upon renters to restrict the supplies of films to any cinema.

PAR INCREASING S. A. PRODUCTION TO THREE

Paramount intends increasing its production activities in the Argentine to three native produced films for the forthcoming season.

John B. Nathan, Par manager in the Argentine, in New York on a howist, says that reception accorded the first such production, 'Radio Bari,' sufficient to prompt successors, ilm produced by local backing is reported by him as doing well in the Argentine as well as other S. A. countries.

countries.

Plans so far laid out call for one musical and two comedi Par rep was accompanied north by Harry M. Novak, Warner g.m. regentina, also here for headquarters confabs.

RKO-Radio Vienna

Harry W. Leasim has arrived here with a view to opening an office for RKO-Radio Vienna. Margot Fragley, his assistant, is accompanying Radio's European gm.

Leasi says he may buy Jara Benes' recent local operatic success, Auf der gruenen Wiese' and that he is negoliating with several other Adistri and Hungarian authors for accipits.

New Projection

London, Oct.

Unusual method of projection hreatens i system employthreatens i threatens i system could the ing a brightly-lit border round the screen in place the customary screen in place the customary black. resented to the Illuminating Engineering Society, principle is said to give a much wider range of half-tones and eliminate persistence of vision when color films are pro-jected.

Idea will be given West End theatre soon.

KANE'S \$1,500,000 **LOAN FOR 20TH LONDON PROD.**

Debenture loan has been registered by Bob Kane's New World Pictures, producing here for 20th Century-Fox, to secure advances not exceeding \$1,500,000, constituting a charge on the 500,000, constituting a charge on the negatives and revenues from four motion pictures to be produced by the company. The holders are Denham Securities, 'City' house associated with London Films.

New World has made the first British all-Technicolor subject, 'Wings of the Morania,' currently processing in Holly wood.

Britons In Hollywood

Hollywood, Oct. 27.
Two topics of conversation these days in British circles: who's going to the Coronation and who's going to the British United Services Ball at the Ambaguades here No. 1

the British United Services Ball at the Ambassador here Nov. 11.

More than 100 well-wishers speeding Merle Obaron on her trip to England at a farewell cocktail party given by the star the evening prior to her denarture.

David Niven fox-hunti in North Carolina.

Now that the pic, 'Love on the Run' is completed. Brian Aherne will resume flying. He has had 25 hours in the air and plans to fly across the country next week, which will give him enough hours for a pilots-license.

nim enough nours for a pilots-license.

Michael itzmaurice ill ith flu.
Pat Paterson settling down again
in Beverly Hills preparatory to
starting her new pic.

Binnie Earnes vacati in Palm

Springs.
C. Aubrey Smith rested following several

rested following several
rested following several
vacation.

Coli Clive reporti
a new Wanger pic.
Pat Knowles driving around in a
midget Eaglish car, which he claims
gets 35 miles to the gallon of
line.
Estelle Winwood, now working in
'Quality Street,' (io) has promised to teach other members of the
cast to punt when they go on location next week.
May Robson starting work this
week i rand Old Lady (Col).
Maureen O'Sullivan organizing
tennis parties for her brother Jack,
who's visiti
Heather Angel
among those the O'Sullivan
courts.

Dutch Axe for Two

The Hague, Oct. 16.

The Hague, Oct. 18.

Dutch board of film censors banned 'We Are Only Human' (RKO) as an 'underworld picture.' Ocrespi' (Republic) also taboo, commission objecting against the 'sadistic tendency' of this film. Was submitted three times in various clipped versions, but every time the censors frowned on and nixed it.

ONLY ITALIAN PIX FOR WEEK

Rome, Oct.

Following government announcement that the last week of October will be dedicated Italian films, during which week only Italian, during which week only Italian and pictures may be shown at Italian cinemas, all local producing companies are bristling with energy and speeding up work.

Item of greatest interest on the Italian production list is still 'Scipio. He African,' which being made outside of Rome on the new Roman Hollywood lots. A forum, reconstruction of ancient Rome forums, makes up the main set. There is also a set representing Annibale's camp i ruzi, on which the scenes of the revolt of Annibale's troops are now being taken. Whole place is bristling with soldiers in uniforms of ancient Rome. Colonel Rigi, military authority on Roman warfare, is supernending details of armament as supernending details of armament as

with soldiers in uniforms of ancient Rome. Colonel Rigi, military authority on Roman warfare, is superintending details of armament and military operations.

At Torrechia, Col. Enrico Pizzi, four 'squadrons' of cavalry and several hundred infantry soldiers are being kept busy storming and defending the castle that is the setting for 'the film 'I Condottieri' (The Robber Barons'). Luis Trenker is directing this film and Virgilio Marchi is the scenic architect.

Work has been started on Manenti Film's 'Adam's Family Tree, which is being directed by Mario Bonnard. It is a free adaptation of Testoni's Il Successo' and will feature Elsa Merlini, Antonio Gandusio, Renato Cialente and Ogla Gentilli.

Diorama Film is starting work on 'La Fossa degli' Angeli' (The Grave of the Angels') from a scenario by (Continued on page 53)

BRITISH SQUAWK ON W. E. SERVICE SOCKS

London, Oct. 18.

Deputation from the Cinematograph Exhibitors' Association has treed to strainten out the question of Western Electric service charges with W. A. Each, recently appointed Britishhead of W. E. Exhibs, seek satisfaction on three points:

(1) Anomalies in prices charged for service as between sets, which perform the same work but' which were installed at different times;

(2) Prices, which exhibs consider excessive, charged for valves and replacements;

(3) General need for reduction in price, having in mind more reasonable rates charged by competitive companies.

British Quota War Rages Merrily; Distribs Have Newest Plan, Want Out Entirely, to Avoid Quickies

Vienna Likes It

Vienn
"As You Like It' (20th-Fox) is one of the biggest clicks here in years. Picture is drawing full houses and evening performances are sold out days in advance, somethi quite extraordinary here.

By coincidence, the Burgtheatre, Austria's leading legit stage, is producing the Shakespeare play at the same time.

Elisabeth Bergner's is the answer to the heavy biz... ilm was made in England.

TROUBLE AHEAD FOR U.S. PIX IN **AUSTRIA**

Vienna, Oct. 16.
Although details are not known and the entire matter is still in the talk stage, serious trouble is under stood to be brewing for American producers and distributors in Aus-

tria.

Report is that the government is considering curtailing importation of American pictures. Means that the annual quota would be chopped.

Other reason for the chary out-

Other reason for the chary out-look is a new arrangement that the government is understood to be mak-ing with Germany. Nature of this deal is still guarded, but opinion is that it must portend danger for the Yanks.

MONEY WANTED

Australian Indies Hunting Coin-Public None Too Quick to Dig In

Melbourne, Sept 29.

Several tries are being made by indie producers here to float production units for quota work in the State of Victoria.

Money has loosened up somewhat following the success achieved by two locally-mades and the indies are hopeful that money will come their way. Although the majors experienced some difficulty earlier in securing capital, the market now is not so hard. Nevertheless, it looks as though the smaller men will fi if pretty hard going.

German-Italian Color Pix
Rome, Oct. 16.
Emil Leyde, German color snecialist, assistant Richard Kendler,
and interpreter Angelo Rossi have
come to Italy to take several shorts
in color of characteri Italian
landscapes for Leydechrom of Berli

companies.

Bach has appealed for time in long and will show ice.

view of his recent arrival in London of Garda, Como Magg ice the Lakes

Federation of Britis which they are affiliated, sors of a new quota proposal for releasi sitributors from any obligation under the Films. Act, with the purpose of checki roduction quick!

This represents complete of face by members of the who formerly had a plan for lng the istributor quota to 35%, subsequently rising to 50%, and comes forward late in the day, after sittings of the Government Committee on the Act have been concluded, Sponsors of the new plan have a good theoretical case, claiming elimination of the distrib quota would insure that quickie rubbish, produced with no other intention than to comply with the law, would be swept away, leaving the field clear for healthier production of worth-while British pictures. It would also, they urge, give legitimate British production companies stronger chances of obtaining playing time, and help create respect for ictures made in this country.

Revolutionary proposal is revolutionary is no argument against it, but thery (Continued on page 54) CZECH CHECK ON **U.S. PIX AGAIN**

FORCES RIFT Prague, Oct.

Il American reps of film compani in a surprise move, guit the
local distributor organization today.

Will found their own organization

here.

Move is an answer to the local organization's attempt to li, it American imports again.

American film American film Czecho-stantiy quarreling with the localites for years. In 193 'things' got tough 'and all America companies walked out, folding their offices and stoppi all business: tayed out about 'two years and then moved back in when the Czech government capitulated and mads American importing big more simple. Since the Czecho-

capitulated and made American importing biz more simple. Since then things have been more or less quiet on the surface, although there have been frequent underground rumbles of more headaches to come.

Americans In London

Hallywood.
Edward Whaley, of the colors fearn of Scott and Whaley, did defend suit for divorce by his wife, who alleged they not lived together since 1920; wanted or films by several local oroducers ofter their success in the Victoria Palace lahow.

Patri owman out of the cest of Palladium 'Crazy Show' due to sprained ill be back soon.

spreined ill be back soon.
Dave Burgs snatching a few days in Paris before starting on a provincial tour of Three Men on a Horse. Charles Tucker ushing to hospital to visit one of his kids.
Paul Page, back from Germany, and immediately sails for New York.
Rutt Robitschek after Chaz Chas for his next Victoria. Palace show.
Every time Mariene Dietrich shows up at a premiere (nearly every night) fans batter down the police cordon and nearly wreck the theatre front.
Ann Harding's temporary illness did not delay the start of 'Love from a Stranger,' which Rewland Lee i directi

Britam Nixes Woolf's 'Maxims On Quota; Partly Made in Paris

tion next week.

May Robson starting work this week i rand Old Lady' (Col).

Maureen O'Sullivan organizing tennis parties for her brother Jack, who's visiti Heather Angle among those courts.

Etrol whose book 'Beam Edds' come out this Fall, is starting a new novel.

Madeleine Carroll is planning to bring over her new motor boat to use on Coast. It's the same kind used by British Navy for ing seaplanes which have gone down and is capable of doing 30 knots.

Cary Grant ing to handle abrush role of a natistal Columbia.

G. P. Huntley, Jr., talks to Australi every night on a short wave set. Expects to talk to Nigel Bruce.

Woolf found himself hit by the wooit found himself hit by the same law once before, when he wanted to handle two other British films, Anna Sten's 'A Woman Alone' and 'The Amazing Quest of Ernest Bliss,' both, of which were refused registration because 75% of the pro-duction distributed among

Par's 18 for Reich

Two of Par's 18 new pictures for the season Germany have already been premiered, Moon's Our Home at the Marmorhaus here, and 'Pricess Comes Across' in Hamburg, Among the others due are 'Return of Sophi Lang,' 'Danger,' Count of Luxembourg,' Texas Rangers,' 'American Ballad,' Safari,' 'General jed at Dawn,' 'Champagne Waltz'

12

A NEW SENSATION STRIKES THE NATIO



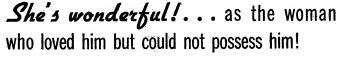


pening this week..

RADIO CITY MUSIC HALL and other important key cities throughout the country..

YS TENDER HEART!

KATHARINE / EPBURN HERBERT MARSHALL



He's tremendous!... as the man who adored and dared!

Man, woman and child...they'll laugh, they'll thrill, they'll deeply live, in the grip of this human drama.

A MILLION MOIST EYES AND THROBBING HEARTS WILL REMEMBER IT THROUGH ALL THE YEARS AS THE GREATEST HEPBURN PORTRAYAL SINCE "LITTLE WOMEN"

With

ALLAN * CRISP

DORIS DUDLEY * DAVID MANNERS
DIRECTED BY MARK SANDRICH * A PANDRO S. BERMAN PRODUCTION

Big Broadcast of '37 (MUSICAL)

(MUSICAL)

Faramount release of Lewis Gensler production. Peatures Jack Benny, Burns, and Company of the Compan

roadcast of 1937 is one of the ignictures of 1937. Both in general entertainment appeal and in box office potentialities, it is tunefilm properly that hits the bull'seye. The third in the 'Big Broadcast' series from Paramount, this one, with its large cast of radio, stage and screen talent, far outdistances the tendence of the control of the cast series from Paramount, this one, with its large cast of radio, stage and screen talent, far outdistances the tendence of the cast of Leo. Robin and Ralph Rainger to the cast of the cast of Leo. Robin and Ralph Rainger to the team of Leo. Robin and Ralph Rainger to the team of Leo. Robin and Ralph Rainger to the team of Leo. Robin and Ralph Rainger to the team of Leo. Robin and Ralph Rainger to the team of Leo. Robin and Ralph Rainger to the team of Leo. Robin and Ralph Rainger to the team of Leo. Robin and Ralph Rainger to the team of Leo. Robin and Ralph Rainger to the team of Leo. Robin and Ralph Rainger to the team of Leo. Robin and Ralph Rainger to the team of Leo. Robin and Ralph Rainger to the team of Leo. Robin and Ralph Rainger to the team of Leo. Robin and Ralph Rainger to the team of Leo. Robin and Ralph Rainger to the search of the part of the late of the team of Leo. Robin and the mass and the behavior of the cast. The treatment all the way is refreshing and unique. The comedy is plentiful and sure fire, the love interest is developed smartly and the music introduced in a savory way and though the picture lates 100 minutes to unreal, it is fast from start to finish. There are enough comedians of one form of another in Broadcast to make, it his solely on the strength of the laughs, Jack Benny, Martha Raye, Bob Burns, Jack Benny, Martha Raye, Bob Burns and Burns in the love making scene between Gracie Allein and Bob Burns. It's a pip, One that might, be don't sequence or laugh bits such as the cock-eyed taxidriver, who on nearly running down Benny, holl

nique of hers which in itself is swell entertainment.

Benny plays the manager of the radio studios. He's equipped with plenty of wisecracks as well as script and direction requirements which make him a particularly enjoyable character. He is mostly having his troubles with everyone from Gracie. Allen down. The latter check from the outset extent in the check from the outset extent in the check from the outset extent in the relation of a skir under cute the rehearsal of a skir under cute the remaining of the Platt Golf Ball program. The Platts are Burns and Allen.

While the comety represent

is dropped into thi and also later on in the sequence when the radio program is put on. The Goodman band is cleverly photographed, with individual shots of musicians processed onto the main film of the band. The same clever photographing, of the Leopold Stokowski orchestra, rendering a Bach fugue, heightens the importance of its appearance in the picture. With Stokowski, the camera in closeup, gets effective should be and on or lost should be and on the control of its appearance in the picture. With Stokowski, the camera in closeup, gets effective should be and on or lost shots in the whole band on or lost shots, is caught only of chasting sequence Miss Ross sells. The Talking Through My Heart' in a very showmanly manner. Senier in the picture, as a honkytonk radio performer, she had done You Came to My Rescue, also singing that well but under totally different conditions. Through, My Heart' and La Bomba' impress as the outstanding song numbers from the Robin-Rainger team.
Miss Ross and Milland, latter a radio agent, are paired for love interest, though Benny and Forest figure in skirmishes. Milland makes agood agent type as well as a romalities billed but not all showed. The cutting room floor get of the cutting roo

Adventure in Manhattan

Columbia production Jean Arthur, Joel M Edward Ludwig. Sto- based on May Edingto Linen'; adaptation, Sto- Sauber, Jack, Kliklar Meyer: camera, Henry Hall, N. Y., week O	ry Joseph Krumgold, n's 'Purple and Fine lney Buchman, Harry d: film editor, Otto Freulich, At Music
Hall, N. Y., Week U	CL. 22, 90, Attaining
time 79 mins.	the William Country
- Cilifor - The Little - Cilifornia	Yean Arthul
Claire Peyton	Tool McCres
time, 73 mins. Claire Peyton George Melville	
Blackton Gregory	Reginald Owen
Blackton Gregory Phil Bane	Thomas Mitchell
Filli- Bane	Wermon Bing
TIM	Tri-A Trillon
Mark Gibbs	Victor Killan
aucount .	Emmet Vogan
Lorimer	George Cooper
Duncan	Translate
Phillip	Robert Warwick
21	<u> </u>

cumstances for the Platt Golf Ball program. The Platts are Burns and	managing ed. And Reginald Owen,
Allen. While the comedy represents	
'Broadcast's' best strength, in some instances the laughs are not so well	MAGNIFICENT BRUTE
timed. In one of the night club	Universal release of aries R, gers production. Stars Victor McLagien; fea-
scenes a few are entirely lost. This	tures Binnie Burnes, Jean Dixon, enry
is the spot where Benny Fields does	Armetta, freeted by John G. Blystone,
Love in Your Eyes, a good number	from story 'Blg' by Owen Prancis; minuta-
for him. Fields, while scoring, may	Milliauser: camera, Merritt Gersind, At
be considered to appear to better ad- vantage in person than on the screen.	Roxy: N. V. week Oct., 23, 230. Running !
Photography may not have been in	Blg Steve letor McLaglen
his entire favor.	Della Lune Ulnnie Batnes
Several well New York	Bill Morgan Hall.
niteries get their names into the	Blosacin Fingey. Jenn Dixon Bugati Henry Armetia
footage through the director's man-	
ner of suggesting how Ray Milland	Hal owarddwird Norris Mrs. oward
and Shirley Ross make the town one	
night. Spots getting the valuable	
plug include El Morocco. Onvx. Paradise and Leon and Eddie's. The	
windup is at Lindy's.	Wildest Joe Varga
One night club scene is utilized	Wildent Joe Varga Maxwell Tom Jackson
for the 'La Bomba' production num-	Two-up Mooney
ber in which Frank Forest solos the	
song and LeRoy Prinz girls perform.	
The whole La Bomba number is	picks up after about a reel, working
impressive. Benny Goodman's band	for more interest until reaching a
	· ·

Miniature Reviews

roadcast of 1937 (Par); Sock musical, heavily laden with laughs and utilizing the talents of a large cast of box

'Adventure Manhattan' (Col). Fair crime comedy. Jean Arthur, Joel McCres starred. Manhattan'

starred.

'Magnificent Brute' (U).

Names the marquee and something for the Should get over nicely.

"Follow Your Heart" (Rep). Marion Talley's screen debut, plus Michael Bartlett in musi-cal which should garner fair

returns.

'Daniel Boone' (RKO). Here come the Indians. Ki eat

it up.

The Big Game' (RKO).

Timely and entertaining football yarn should do okay at the
box office.

"Sea" Snoilers' (U). Coast

ox office.

'Sea Spoilers' (U). Coast
guard meller for duals and
spots showing adventure films.

' iller at Large' (Col), Sleuthmurder chiller, obviously built for dual consumption.

climax that really has them on their seat edges. It provides McLaglen with the sort of part he likes, and he troupes it for all it is worth, and rather more.

net troupes: it not all it is worth, and rather more.

Strong dual fare, but able to hold up on singles where such still exist, and where too much is not expected. Excellent secondary cast, with plenty of help from the steel mill backgrounds, and not much aid from most of the dialog, which has been slighted, particularly in the earlier scenes where they seem to be talking to gain length. Firm direction helps, as does the photography. Sound is strident at times and apparently the fault of the track since the reproduction of other subjects is good.

Story, which will chiefly appeal to

sound is strident, at times and apparently the fault of the track since the reproduction of other subjects is good.

Story, which will chieft appeal to the men, has McLaglen in the found of the same properties another of the same type, the subject of another of the same type, both aghting for the same jirl and supremacy in the mill. McLaglen wins the regard of his boarding mistress, but moves to be closer to the blonde Della Lane, a gold digger. One of McLaglen's helpers falls into a crucible Della Lane, a gold digger. One of McLaglen's helpers falls into a crucible of molten meal. The take up a vollection tessent he had been a crucible of molten meal. The take up a collection to tessent he will be the money to Della to hold while he wainly tries to take a fall out of a wrestler with the show. Steve, the collection on the outcome of the match, but secretly, bets it on the rival, persuades the girl to bet the collection on the outcome of the match, but, secretly, bets it on the rival persuades the girl to bet the collection on the outcome of the match, but, secretly, bets it on the strival persuades the girl to bet the collection. The climax comes when the sends her young son to the milt of McLaglen and the kid falls into a crucible into which the metal is shoult to be poured. It's a patent situation, but it is worked up to reade a genuine tension much to be into which the metal is about to be poured. It's a patent situation, but it is worked up to reade a genuine tension much to be well enough as Della but the femme setting honors go to Jean Dixon as the boarding mistress. She is perticularly forceful and effective in the letter moments of stress. Billy Barrud, as her son plays without affectation and has been well dia sed in the peril bit. Hence of the store of the st

g is	growing importance. Chic.	lieve hysterical Indian fighting. But maybe was right. first, honest, way might have resulted in	dently inspired by last year's N. Y. UFordham game in N. Y., being the highlight. The romantic
p	Follow Your Heart	nothing more than another dull his-	angle is also capably and tastefully handled, Huston and June Travis
-	(OPERETTA)	torical item; this way he has a good Indian picture to sell.	being the principals.
e	Republic release of Nat Levine production.		Plot itself is nothing much, con-
-	Character Tulley, Michael Bartlett, 11-	At the Palace on roadway, the	
S		mob was inclined to kid the film	of the gamblers on the heretofore
ot	Nothaniel West, Lester Cole, Samuel Ornitz; story, Dana Burnet; additional dialog. Olive	opening night, applauding the pio-	pure sport of college football. The
-		neers and hissing the Indians in	recruiting of coal miners, etc., as
e.		mock serious fashion. But that was on Broadway. In the nabes and	players is played up enough to make
C.	Hirzo Riesenfeld; camera, John Mescull, Mllyn C, Jones, At Criterion, N. Y., week	sticks, where this film belongs, it	it appear that the Carnegie Founda-
٦,		should do okay. It's Indian opera	tion also had a hand i writing the
	Marion Ecrester Marion : alley	a la mode	story.
_	Michael Williamslehael Bartlett Fenri P rresterNigel Bruce	Boone is the leader of the white	Performances in the film are good
Ŀ	Tony Luis Albertu	men and leads his mob to Kai -	all around, Huston and Bruce Cabot
15	Madaine Boys Heurietta Crosman	tuck-ee, where they settle, after a	being believable in moleski . Miss
á-	Gloria Vivienne Osporne Shelton Walter Cutlett	couple skirmishes with redskins.	Travis okay as the love interest,
ry	Specially ancer	Then comes the big attack by five	whose father, C. Henry Gordon,
e.	arrisen BeccherJohn Eldredge Choir JeulerClarence Muse	tribes united, led by a white rene-	the great sports writer; Andy De-
m	l'en Plue Blue	gade, and it looks like curtains, but	vine as the comical coal mi turned tackle; James Gleason and
41	lien Blue Buc Ben Blue Tommy Forrester Louise lekey Rentschiler	after the ninth day of battling, with	Guinn Williams as gamblers: Frank
ÌΒ	Louise	ammunition and water running out,	M. Thomas as coach; John Arledge
en	Mrs. Plunk Jos phine Whittell	it rains-and that saves the day be-	as the team's press agent, and Bar-
6.9	e oir	cause the Indians scatter, Not ex-	bara Pepper as the dizzy campus
m)	4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4	plained just why. Maybe Indians are afraid of rain. No one will ever	flirt.
la	his is the same sort of film as the	know. At any rate, that means a	The football stars weren't given
id la	first two Grace Moore pictures. Ex-	happy ending and, oh, yes, Daniel	much in the way of lines, but Shake-
íb.	cept that, while those two had music	gets the girl.	speare, Moscrip and Wilson acquit
ri:	by Victor Schertzinger, is	Boone is, of course, played by	themselves creditably with the few
у.	one, here Schertzinger di irect.	George O'Brien, with Heather Angel	words they have to say. They and
현	And here there is no Grace Moore.	as the girl. John Carradine is the	the other '35 collegiate stars lend
ai.	It's most pretentious-and per-	bad man and Ralph Forbes is an-	themselves to cinch exploitation most everywhere in the country,
m	haps best-musical turned out by an	other bad man and George Regas is a good Indian and Clarence Muse	their respective alma maters being
n	indie studio, but is not up the	a good Negro. They all play their	sufficiently scattered for that.
		roles in the same manner as the	Direction generally rates bends for
v ·	mark set by the best major efforts.	story was written-phoney, with	George Nicholls, Jr., also the pho-
g	Should do fair business.	loads of action. But the kids won't	tography, and for Pandro Berman's
	Picture is the screen debut of	know the diff. Kauf.	production as a whole, Scho.
	1		

Marion Talley, one-time Met opera singer. She's the Kansas girl who flashed across the business girl who flashed across the business girl who flashed across the cause she allegedly preferred to 'return to my farm in Kansas.' She won't stay in films long, either. Michael Bartlett, on the other hand, who is co-starred with her, should go places. He had a bit in a Grace Moore picture, Love Me Forever' and has done some other film work, but this is his best effort. There's a loose sort of story here and the script mentions five writers, which may explai . It's back and forth about a girl with a beautiful voice who doesn't what to be an opera singer because her mamma and found it was a tough life. It the end—surpise—she capitulates and sings the leading role. Handled with a dott and light touch throughout, for the girl continues and sings the leading role.

Handled with a dott and light touch throughout, good enough cast to the continues going. But Miss Talley to the continues going. But Miss Talley doesn't photograph any too well, and the director hasn't managed to keep things any too well knit; seenes, frequently run away and into each other.

Miss Talley's voice records well and she has several good numbers to

frequently run away and into each other.

Miss Talley's voice records well and she has several good numbers to make the several good numbers to make the several good numbers to meet the several good numbers the several good numbers to meet the several good numbers t

Sones a vaudevine and case administration of likely to linger long. Most interesting votes item that is which the entire content of the work which the entire content of the interesting votes the state of the entire that the firm hand of a director is most missed; it comes near to being a gem of a scene, but just misses that rating.

Whether or not it gets business to compare with the major musical efforts, picture should prove to Republic that going on the nut a bit for production and talent can pay; returns should be good enough for that, despite the film's faults. Kauf,

DANIEL BOONE

١	the state of the s	и
7	Radio release of George Hirli produc-	Ľ
ł	tion. Stars George O'Brien: Tenfures	П
ı	Heather Angel. Directed by David How-	ľ
١	ard, Screen play, Daniel Jarrett; story,	Ľ
1	Edgeoumh Pinchen At Poluce V	L
ľ	Edgecumb Pinchon. At Paluce, Y., week Oct. 21, '36, on double bill.	ш
ı	week tiet, 28, 30, on double oil.	и
	ning time, 75 mins.	ŀ
ı	Daniel Boone	ŀ
1	Virginia	Г
ı	Virginia	ь
ij	Stephen Marlowe Ralph Forbes	н
1	Pomney	ı
ı	Black Eagle	ļ.
ı	Jerry Dickie Jones	ı
i	derry The state of the sta	Ľ
ė	Sir John Ra Huntley Gordon Joe Burch Horry Cording	В
1	Joe Burch	п
٠	Mrs. Burch	1:
	Attorney General Crautord Kent	L
	Commissioner	L'
	Commission in the Commission of the Commission o	п

the is film Allegedly Daniel Boone. Daniel Boone, is in loses all claim to authenticity or loses all claim to authenticity or honesty of burpose by giving a once-over-lightly to the matter of the sated Virgi ians who robbed Boone's band of, hearty pioneers as rapidly, as the latter found and settled new

as the latter found and settled new ground. Producer preferred to point his attention instead lot of phoney histrionics and make-be-lieve hysterical Indian fighting. But maybe was right. first, maybe was right. first, honest, way might have resulted in

THE BIG GAME

THE BIG GAME

RKO Radio release of Pandre S.

production. Features Fhill, Husten,
Glesson, June Travits, Bruce Cabeta,
Glesson, June Travits, Bruce Cabeta,
Glesson, June Travits, Bruce Cabeta,
Devine, Directed by George Nicholic,
Levin Shaw. Film editor, Frederic KondiLevin Shaw. Film editor, Frederic KondiCentre. Harry Wild. At Risite, N. Y.

week Oct. 23, '25, 'Running Hims. Timbun

Macgaret. June Travit

George. Addition State

And Travit

Frederic Cabeta

Frederic Gulim Williams

Spike Adams. John Arledge

Conch. Frederic Milliams

Spike Adams. John Arledge

Conch. Frederic Milliams

Frederic State

Margaret Seiden

Frederic Murray. Klonell

Jay Berwanger (U of Chicago). Williams

Shakenpeare. (Warter Damel, Robert (Hoshby)

Wilson. (Sauthern Methodists). Junes

Kong). Kileln (M. Y. U). Gomer Jones

Cong). Kileln (M. T. U). Gomer Jones

Gong). Fallen (M. Y. U). Gomer Jones

Congl. Spikeln (M. Y. U). Gomer Jones

Gong). Fallen (M. Y. U). Gomer Jones

Gong). Frenk alustiza (Stanfovo).

Another expose on college football —though its sting is mitigated lot folderol—'The Big Game' both timely and okay entertainment

for not so particular addicts. It should

account of itself at the b.o. from now till the Rose Bowl game, New Year's Day, when the football fever subsides. Added advantages is that it beats the gun on the seasonal grid

releases.

Aside from its topical nature, the film ins added boxoffice impetus from inclusion of some of year's outstanding football heroes:

year's outstanding football heroes;
Jay Berwanger of the U. of Chicago;
William Shakespeare, Notre Dame;
Bobby Wilson, Southern Methodist;
Irwin (King Kong) Klein, N. Y. U.;
Gemer Jones, Ohio State; RobertGemer) Hamilton, Monk Moscrip
and Frank Alustiza, all of Stanford.
Yet, it's by the inclusion of these
gridiron stars that the picture suffers its severest setback in the minds
of those who know football. With
the exception of Klein, all these
stars-play for the same college, Atlantic, but the team can't win unless
the Hollywood version of a great
quarterback, Ehlip Huston, is in the
lineup. A college coach would be
thankful for just. Berwanger, or a
Shakespeare, or a wilkom, but the
lanting of the same all pits the
part of the same all pits the
lanting of the same all pits the
part of the same all pits the
part of the N. Y. Dally News,
who incidentally, has a fiction expose on college football called The
Double Ride running serially in the
current Satevepost. The Big Game'
is a bit more outspoken in laying
bare the systems employed by the
colleges: in getting football material.
Irwin Shaw, whose Bury the Dead
was one of the sensations of last
serion N. Method and the same allowed and
was one of the sensations of last
serion N. W. Exc. assigned him to a
football yarn, but it's to Shaw's
credit that he did an okay job.

In the actual football scenes the
picture is topprothe technically. The
Atlantic team knows football '(and
why shouldn't it?), but that kidnaping of the star player (Huston) is
very old stuff. It's a Frank Merriwell pulp angle in what is supposed
to be a. first grade production.

There's excitement aplenty in the
story without the kidnaping, with
the riot on the football field evidently inspired by last years
have to say, but either way it
doesn't belong.

There's excitement aplenty in the
story without the kidnaping, with
the riot on the football field, evidently inspired by last years
is hard to say, but either way it
doesn't belong.

There's excitement aplenty in the
story wit

SEA SPOILERS

Universal release of Trem Carr produc-
tien, Stars John Wayne, Directed by
Frank Strayer. Screen play, George Wag-
Frank Strayer. Screen play, George Wag-
goner; story, Dorrell and Stuart R. Mc-
Gawan; camera, Archie Stout and John P;
Pulton, At Strand, Brooklyn, week Oct.
21. 36. Running time, 62 mins,
Bob RendallJohn Wayne
Bon grandent Asking
Connie Dawson
Lieut. Maya illiam Bakewell
Hosan, Fuzzy Knighi
Phil Mergan
Commander Mays
are ale
Marle Lotus Long Nick Harry Worth
Nick
Reggie rnest Hillard
Hop Scotch George Humbert
Louie Ethan Laidlow
Oil
Old Carrier and Ca

Although the U. Coast Guard was
is by no means a flag-waver for anybody anything. From the first
leve twinkle in John Wayne's eye to the last reel, where the Coast Guard shells a beyy of seal poachers out of their hideout with enough smoke

shells a bevy of seal poachers out of their hideout with enough smoke and fire to make ashes out of Manhattan, the theme is strictly along meller lines. Okay for the nabes, and fine for the adventure circuit when coupled with another film.

Fireworks open with Wayne, as skipper pro tem of a Coast Guard craft, losing his gal, Nan Grey, via kidnsping. Turns out the little by little, kidnap or shoot everybody in sight. With extermination starting practically the whole cast in the face. Wayne, sends a clever wireless message that brings in a squadron to demolish the villains. Final enisode has been done up brown. With a few changes in uniforms, it would look like the storming of Toledo.

Wayne sends a clever wireless message that brings in a squadron to demolish the villains. Final enisode has been done up brown. With a few changes in uniforms, it would look like the storming of Toledo.

Wayne acquits himself along routine lines. He fidgets a bit in the love scenes and looks stalwart otherwise. Fuzzy Knight pairs up in places—sas—the comedy. Interests state of the complex o

(Rakoczi March')
(WITH SONGS)
(WITH SONGS)
(HUNGARIAN MADE)
CHYFINE (Badapes) production, Daniella March (Badapes) production, Daniella March (Badapes) production, Daniella March (Badapes) production, Directed by Gleven Seekely jusuic, Faul Abraham, agenarist, Andrew Zeolon, Playhous, N. M. Well (Badapes) production, M. M. Well (Badap

(In Hungarian)

resented without English titles, is film can be of little consequence even for the meagre market it could have ordinarily, in America, regardless of/whatever merit, technically

or photographically, it may have, he underlying musical theme of the film as can be understood from the title is Berlioz' 'Rakoczi March,'

the film as can be understood from the title is Berlioz' Rakoczi March, of course.

The Story concerns a flirtatious of the Story concerns a flirtatious of the Humber of

Ein Hochzeitstraum

Ein Hochzeitstraum

('A Wedding Pream')

(GERMAN MADE)

Berlin, Oct. 16.

Tobias-Buropa release of K. J. Fritche production. Features 16n. West, Inge. List, ner. Directed by Erich, Jones Directed by Erich, Jones Promattus play Kontuschowka, by Axel Nielsen, music, Peter Kreuder, At Alrium, Berlin, music, Peter Kreuder, At Alrium, Berlin, Feat Polenskow, B. Burning in Inda Wuest Vera.

Pran Polenskow, Perdinand Matting Prancologistics. Prancologistics of the English Matting Prancologistics. Theo Lingen Prancologistics of the English Matting Prancologistics of the English Matting Prancologistics. Prancologistics of the English Matting Prancologistics of the English Prancologistics of the English Matting Prancolog

Funny comedy and a credit to its producer, Erich Engel. Stars the funny Ida Wuest, who outshines her success in the orig, all stage play.

Story presents her as the owner of a joint at the Polish-Russian border and mother of a pretty daughter who cares little for the spot but more for the young officers assembling there nightly. A drunkard arrives, completely ossified, but cartying papers identifying him as Prime Marischkin. Mother, eager for a title, marries him and the

whole family goes for a honeymoon trip to the Riviera.

Prince Narischkin turns out to be a fraud, having served the real Prince as a valet. Genuine Prince has become a chauffeur on the Riviera and fallen in love with Vera, who is not acquainted with his real name. Mother is meanwhile looking for a suitable spouse and finds her choice in Prince of Illyria, mosely. Changfeur who is out for mosely. Changfeur had suitable spouse and finds her choice in Prince of alugner. The state of the prince of the p

KILLER AT LARGE

Columbia production and release tures Mary Brian and Tsussell Hardie treeted by David Solman Story by Carl Cateson's streen play, Hardid Shumatel Story by Carl Cateson's streen play, Hardid Shumatel Cateson's streen play, Hardid Shumatel Cateson's streen play, Hardid Shumatel Story Story

story perhaps had where a killer whole community for in mi terrorized weeks at a time, but this chiller is replete with countless implausibil-

icture is filled with so many so many ings and down-right hokum, it would not make the grade on a single-feature set-up even if the boasted even medium-draw names. As is,

make the grade on a single-feature set-up even if the boasted even medium-draw names. As is, the film will have to be sold as an unusual truller because it does have exciting moments.

The mad-killer-at-large angle possions, which probable by Haysians, which probable has been as the fact that this portion of the picture is not much longer than other developments that divert from the central theme. Gets away as a unique robbery-murder yarn. Then drifts into the wax storeroom, spook material, which is a distinct let-down. After a visit to a ceme drifts into the wax storeroom, spook material, which is a distinct let-down. After a visit to a ceme drifts into the wax storeroom, spook material, which is a distinct let-down. After a visit to a ceme drifts into the wax storeroom, and the state of the police swing into action. It is this last phase of the yarn that provides the most startling moments and greatest sustained interest. More stress on this and the lightly-over-once on the other plot elements would have the product of the police in the substantial process. Mary Brian is cast as a store dective but her sleuthing proclivities are confined largely to nabbing a shoplifter and getting into trouble. She is pleasing enough without once impressing as a Sherlock Russell Hardie, as the jewelry department manager suspected momentary but routine fastion. Henry Brandon in the role of Mr. Zero provides a full quota of menace. George McKay plays the usual dumb detective with more than passing skill, Betty Compson acquits-herself admirably in the brief role of shaplifter who is eliminated early by the killer Remainder of cast consists larsely of folice inspectors and cops. Wear.

LA PALOMA

(WITH SONGS) (GERMAN MADE)

R. N. Flim-Production release and production. Festures Charles Kallman. Fritz rectud by Karl Helus. Mactin, music by Will Meisel. At Casino, N. Y. week Oct. Will Meisel. At Casino, N. Y. week Oct. Fernando United Kallman Manuela Jesus Viliroz Fritz Kanners of Fritz Kanners Came. Marth. Laia Emillo. Tectame. Marth. Laia Emillo.

MAN IN THE MIRROR (BRITISH MADE)

Twickesham Pilm production and release.
Standard Pilm production and release.
Standard Pilm production and release.
Twickesham Pilm production and release.
Table Directed by Maurice Elvey. Adaptiation and dallog. F. McGrew Willist, rom novel by William Garrett; scenario, Hugh Mills: camera Ourt Courant. At Picca-dilly, London, Oct. 15, '36. Kunning time S) Julius. Si hins
Jeremy Dilke. id Kverett Horton
Helen Genevleve Tobin
Veronica Lirauli Jenn
Tarkington Garry Mersh
Tarkington Garry Mersh
Jerem Genevleve Allalar Similar
Helen Genevleve Allalar Similar
Mas Bilake Renec Gadd
Mr. Massiler Viola Commion
Dr. Grav Stafford Filliard
E il of Felix Ayliner

Dr. Grav Statond Hilliand Fellx Aylmer.

Psychological studies in films are not readily assimilated by the multi-tude, and hence are of little-commercial value. Although this is a series of little-commercial value. Although this is a series of the series

lad who's been transferred from legit to niv via this opus is the major incress all the ye through, the story its a crack piece of writing and does much toward the eventual results. Ingredients are surefire for a juve film, and include backgrounds of a boy's school, stealing, a blind man, and the beaucoup happy-lachrymous ending, Moricz, the author, idn't throw a stereotype role into the batch, though keeping nicely away from doe much novelly. The control of the state of the control of the state of the control of the control

MOSCOW-SHANGHAI (GERMAN MADE)

(GERMAN MADE)

Berli Oct. 16.

Bradal production for Ferra Arcsens. Stars Polsx Negri. Features Gustav Month of the Management of Ma

(In German)

(In German)
up on Mazurka. Pola
Negri's smash success of last year,
but doubtful whether picture will
rank the same bo, hit class. La
Negri is again very impressive, Production of Paul Wegener deserves
much although is a bit
heavy in spots Plenty dramatic and
a use bet with the women. Story a sure bet with the women. Story sounds like a good prospect for Hol-lywood remake.

It's another first-rate effort

the crime, plays operation in easy but routine; fastion. Henry Brandon in; the role of 'Mr. Zero' provides a full quota of menace. George Mc and the control of the control

Shorts

VARIETY

BASHFUL BUDDIES'
With Pat Recorry, Jr. and Herman Timberg, Jr. Comedy.
19 Mins.
Globe, N. X

Educational-20th
Mix-up of collegiate couples over engagements cilcks here because of mity performances by leads, pertitable of the performance by leading the performance by leading to the performance between the performance between the performance by leading the performance by lead

ne romps nome on the word-inveling chore.

BERT LAHE
[Whese Baby Are You?'
13 Mins.

Boxy, N. Y.

Educational

Bert Lahr in a comedy sketch with a story, well put together and carrying genuine laughs. No snexialties.

Lahr has a friend, who runs a candy store more two suresstully ration to the company of an arrival Lahr promises to take the call on his phone, in the news, his flance and, her parents walk in, he cannot explain and the structure of the company of the course the store keeper is trying to be the heir might result in its refusal.

No padding and plenty of good gags.

Chic.

Wenn Wir Alle Engel Waeren

Wacren

(Were We All Angels')

(GERMAN MADE)

Tohle-Europa, release Berli (Der Froble)

Tohle-Europa, release Berli (Der Froble)

Marchaeth, Harald Paulsen. Directed by

Gart Froelloh. Book, Helmich Sport,

music, Milde-Meisener, at Taunetzien,

Taunetzien,

Harde Out. 9. Running it

Taunetzien,

Chelstian elen Merebach

Harde Sport,

Barte Faloitti, arali Paulsen

Dargomater Hans Herten

Folice Commissary Will Dohn

State Attorrey Ernst Wallow

State Attorrey Ernst Wallow

Justice, Genius Higo Froelloh

State Attorrey Carl de Vogt

Superb consists.

(In German)

Superb comedy and boisterously funny. Carl Froelich's direction again is outstanding, evidencing the real showman in choice of actors and such a substant of the substant of th

naestro. Fi hotography.

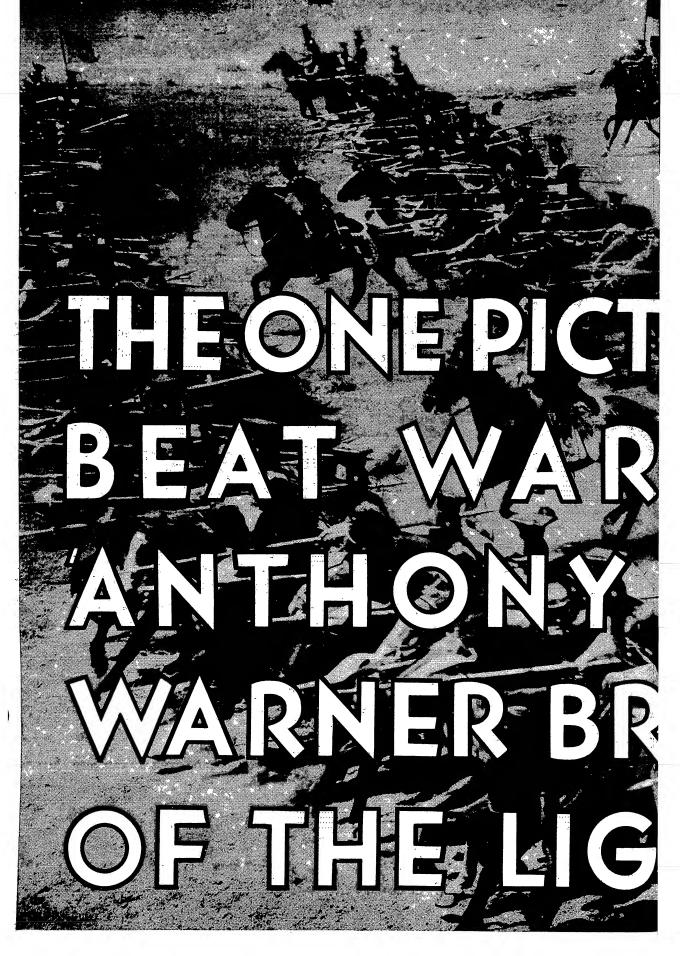
O KAKOS DROMOS

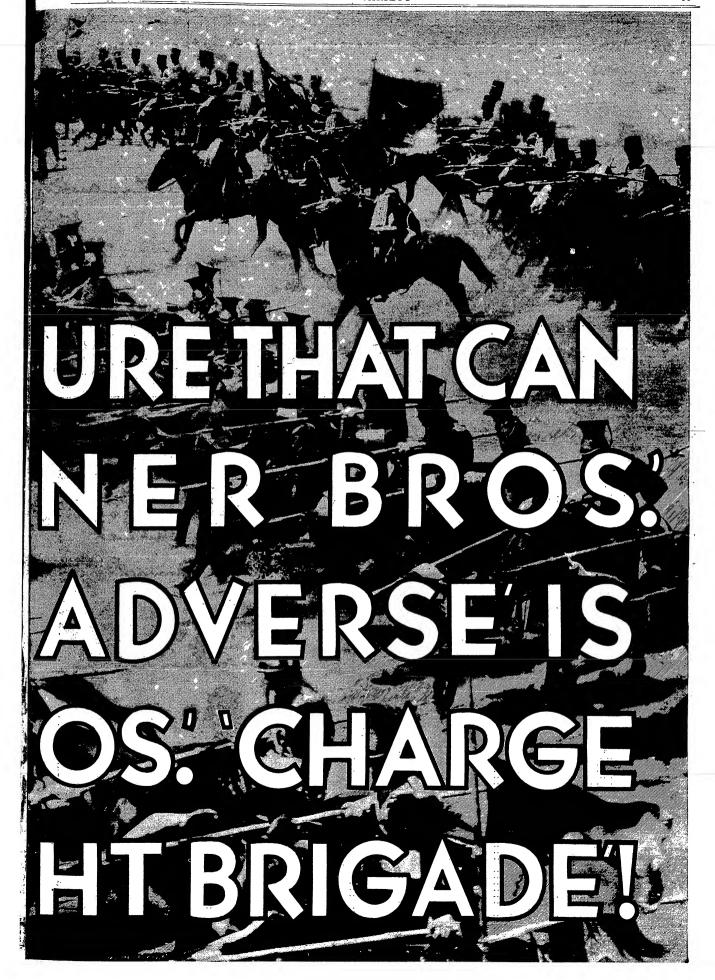
('The Wrong Road') (WITH SONGS) (GREEK MADE)

Jris Film production and release, catures Kyvell and Marian Kotomanii. At Mismi, N. Y., starting Ort. 17, '38 @ days., Running time, 17 mins.

(In Greek, with English Titles)
This is the first all-talking feature to come from Greece. As such, it undoubtedly will be satisfying to those who understand the Greek language. From acting standpoint, recording and general plot develop-

(Continued on page 29)





Advance Production Chart

Hollywood, Oct. 27. | features are being readied to get the gun within the next two months.

Despite the fact that only six pictures went before the cameras last week, production frame remains at a normal level with 42 features in work. This level is expected to remain for several weeks, as no less than 50 new

Columbia

Four in work, 13 editing, nine preparing. In work:

"HELP WANTED: FEMALE," reported as "SAFAM IN PARADISE,"
VARREY, Gct. 7: INTERLUDE, reported Oct. 14: "WOMEN OF GLAMOUR,"
reported Oct. 21. Started last week:

'A SLUG FOR CLEORATRA," produced by Ralph Cohn, directed by
David Schman, original by Richard Sale, screen play by Fred Niblo, Jr.,
and Grace Neville. Cast: Charles Quigley, Rosalind Keith, Henry Mollison, James Conlin, Rita LeRoy, Frederick Vogeding, Harry Depp, ArthuLott, Alice Ardell, Mickey Bennett, Lee Shumway, Ralph Byrd, Victor
Kilian, Jr., Mike Jeffries, Eddie Hart.
Story: Maloderamitic mystery yarn centered around magician who kills
is opera-singer wife. Nearly all tricks of magic are brought into play
all story of the Control of the Control of the Control of the Control
By Ralph Cohn and directed by Lynn Shores; T PEOMISE TO PASY. D.
Ross Lederman directing: "LOVERS ON PAROLE," Edward Buzzell directing, and 'COLLEGE HEEO,' Edward Chodorov producing."

Metro

Four in work, six editing, 12 preparing. In work:

'CAMILLE,' reported Variety, Aug., 12; 'A DAY AT THE EACES,' reported. Sept. 16; 'AFTER THIN MAN' and 'CAFTAINS COURAGEOUS,' reported Oct. 7. No new pictures started last week.

Readied to start next is 'TARKELL,' which after several months of preparation promises to get under way this week, with Joan Crawford, Clark Gable, Edna May Oliver, Billie Burke, Edmund Gwenn topping large cast. Production of 'MAYTIME,' reported to have started Sept. 2, has been suspended due to walkout of Edmund Goulding. Story now being revamped to be directed by Robert Z. Leonard, with Jeannette MacDonald, Nelson Eddy and John Barrymore starred.

Hal Roach promises to start the next Laurel and Hardy feature, 'WAY OUT WEST,' this week, James W. Horne directing, Following this will be TROS. A STARE, Jack Haley, Patsy Kelly and Lyda Roberti featured. Pleture is schedugd to start Nov. 9 with Edward Sedgwick directing.

Paramount

Five in work, eight editing, eight preparing. In work:

MAID OF SALEM, reported Vanker, Sept. 2; COLLEGE HOLIDAY, reported Sept. 23; ONE RANS BONUS, reported Oct. 14; 'A MAIN AND A WOMAN, and MIND YOUR OWN BUSINESS, reported Oct. 21. No new pictures signified in the control of the control o

RKO-Radio

Six in work, Il editing, 12 preparing. In work: UNITILED LILY FONS, reported Variany, Sept. 30; QUALITY REEZ, reported Oct. 7; CEMINIAL LAWERE, reported Oct. 14, and

STREET, reported Oct. 27, CEMMINAL LAWYER, reported Oct. 42, and STREET, reported Oct. 47, comminder Street last week;

COAST PATROL, being produced by Edward Small, directed by Ben Stolen, original story and screen play by Lt. Commander Frank Wead, Cast, Victor McLaglen, Preston Foster, Donald Woods, Barbara Pepper, Kay Marlowe, Vinton Worth, Alan Curtis, Edward Price, Fern Emmett, Stary is centered, around veteran coast guard who has no use for the Navy, and trouble starts when a navy cutter, commandeered by a young clerk, move into his territory to round up international gang of smuggers, move into his territory to round up international gang of smuggers, move into his deres, move of the navy cutter falls for his daughter.

glers. The ole man, pusyes by younger boys and gives in when commander of the navy cutter falls for bis daughter.

THEY WANTED TO MARRY, produced by Zion Myers, directed by Lew Landers; original story by Darwin L. Teilifiet and Lawrence P. Bachman, screen play by Faul Yawitz and Ethel Borden. Cast: Betty Furness, and the Borden. Cast: Ethy Furness Meakin, Barrett Whit. Young, Billy Benedict. Sonia Day, Ronnie Reakin, Barrett Whit. New Lord, Margaret Waston, Ruth Milo, Broderick O'Farrell, Eddie Claby. Margaret Waston, Ruth Milo, Broderick O'Farrell, Eddie Clab, Margaret Waston, Ruth Milo, Broderick O'Farrell, Eddie Clab, Margaret Waston, Ruth Milo, Broderick O'Farrell, Eddie Clab, Story is centered around newspaper photographer assigned to steal picture of eccentric millioniarie who refuses to be photographed. Assignment leads fotog to fashionable party staged by millionaire to introduce his two-daughters to society. Compilications arise that furnish excitement backgrounded against socialite atmosphere.

CUSTOM AGENT, MICHAEL STROGOFF, CONVENTION IN CUBA, "SATISFACTION GUARANTEED, WINGS OF MERCY, TAKE IT EASY, "ROBBER BARONS," OUTCASTS OF POKER FLAT, "SHE SANG FOR HER SUPPER."

Republic

Five in work, nine editing, 12 preparing. In work:

THE BIG SHOW, reported Vaniery, Oct. 7, 'HAPPY, LUCKY,'
reported Oct. 14, and starting has STEEX, produced by Victor Zobel, diTHE SHE SHEW, and a string has STEEX, produced by Victor Zobel, diTHE OHEN BIS Staub, from Ellery Queen novel by Olive Cooper and Jack
Natteford. Cast: Eddie Quillan, Charlotte Henry, Kay Hughes, William
Newell, Edwin Stanley, Walter Clinton, Wade Boteler, George Irving,
Grace Durkin, Edgar Allen.

Story laid in International settlement of Shanghal, where an American
tourist couple is involved in thett of a valuable Chinese Orange stamp,
Eddie Quillan, young American sleuth, trailing another case, is called upon
to solve the mystery and clears the innocent victims. Production shows
the life of American tourists in China and how easy it is, to become in
volved in Chinese intrigue.

"THE OLD CORRAL," being produced by Armand Schaefer, directed by
Joseph Kane, original story and screen play by Joseph Poland and Sherman Lowe. Cast: Gene Autry, Smiley Burnette, Hope Manning, Lon
Chancy, Jr. Mark, Kumer, and where a torch singer is eye witness to
gambling war murder. She finds the gang has the finger on her and she
being wanted, but instead of holding her captive they both work hand in
hand until the gang crosses the Continent and are about to capture her
when Autry turns the tables.

"ZOARIN' LEAD,' produced by Sol Selgel, directed by Mack Wright,
adapted from William Colt MacDonald novel by Oliver Drake and John
Rathmel." Cast: Bob Livingston, Ray Corrigan, Max Terhune, Christiae
Maple, George Chesebro, Hooper Atchley, Mary Russell, Harry Tenbrook
Stery is third of series of eight Three Mesquiteer' western and down
and begin stealing, when the "Three Mesquiteer' take the situation
in hand, and begin stealing, when the "Three Mesquiteer' take the situation
in hand, and begin stealing, when the "Three Mesquiteer' take the situation
in hand, seaded to caring Are Missell, Harry Tenbrook
WHISSING SKULL,' ROUND-UP TIME INTERAS,' STEAMBOAT

in hand.

Being readled to start next are "MISSING MEN," RIDERS OF THE
WHISTLING SKULL, ROUND-UP TIME IN TEXAS, "STEAMBOAT
MARY, "SPECIAL ORDERS" and "CAPPY RICKS."

United Artists

Twe in work, two editing five preparing. In work:
Sept. 9, and "WE LIVE ONLY ONDER FIRE, reported Variety.
Sept. 9, and "WE LIVE ONLY ONDER, reported Oct. 7. No. new pictures started last week.
Readied to start lists Selznick-International with 'A STAR IS BORN,'
Oct. 31. Production will be made in Technicolor with Hollywood background. Following this when cast is obtained it will put "ADVENTURES
OF TOM SAWYER" into work. Walter Wanger's next picture for UA
will be "HISTORY IS MADE AT MIGRIT, Frank Bozzage directing.

Universal

Three in work, 13 editing, eight preparing. In work:
"PHREE SMART GIRLS," reported Vaniery, Sept. 16; TOP OF THE
TOWN and MURDER, On THE MISSISSIPPI, reported Oct. 14. No new
pictures started last week.
Being readied to start next are "BLONDE DYNAMITE," TREVE, 'NIGHT
MEX, 'OH, DOCTOR, and MUSIC IN THE PARK."

20th-Fox

Seven in work, five editing, 10 preparing. In work:

"EUNNON" and "LLOYDS OF LONDON," reported VARIETY, Aug. 19;

"CHARLIE CHAN AT THE OPERA, reported Sept. 23; "ONE IN A MILLION" and "STOWAWAY," reported Sept. 30; "BANJO ON MY KNEE," reported Oct, 7, and "CRACKUE," reported Oct, 14. No new pictures started

ported Oct, 7, and 'CRACAUS, reported Social Markets, 7, 1900 Stone producing and Last Week.

Readled to slart next: 'THE HOLY TERROR,' John Stone producing and James Timing directing; 'PEACH EDITION,' Sol M. Wurtzel as producer and Allan Dwan directing; 'LAVING DANGEROUSLY,' Kenneth Macgowan producing and George Marshall directing; 'ON THE AVENUE,' Gene Markey producing and Roy Del Ruth directing; 'THE LAST SLAVER,' Nunally (Continued on page 31)

Studio Placements

Hollywood, Oct. 27.
George Ernest, Mind Your Own
Business, Major,
Sheila Terry, John Merton, Lack
Hell, Mercedes,
Edgar Kennedy, A Star
S-L

Edgar A.S. J. Coli Clive, 'History Is Made at Night,' Wanger. Chic Sale, 'You Only Live Once,'

S-1.
Coli Clive, 'History Is Made at Night,' Wanger.
Chie Sale, 'You Only Live Once,' Wanger.
Charlie Williams, Boyd Irwi, Joan Woodbury, 'Change the Baby,' Roach.
A Mison Woodbury, 'Change the Baby,' Roach.
Mison Woodbury, 'Change the Baby,' Roach.
Mison Woodbury, Change the Baby,' Roach.
Mison Woodbury, 'Change the Baby,' Roach.
Mison Woodbury, 'Change the Baby,' Roach.
Mison Woodbury, 'Change the Baby,' Roach.
Donald Meek, Leonid Kinsky,' Love on the Run,' MG.
Donald Meek, Leonid Kinsky,' Love on the Run,' MG.
Jerry Bergen, Billy Gray,
Little Giant, 'MG short,
George Lloyd, Leonard Lord, 'Quentin,' WB.
Lal Chand Mehra, 'Another Dawn,' WB.
Harry Davenport, 'Mountai tice,' WB.
Wayne Morris, 'Trial Horse,' WB.
Normal Willis, 'Men in Exile,' WB.
Eddid Anderson, 'Lords the Land,' WB.
John Litel, Midnight Justice,' WB.
John Litel, Midnight Justice,' WB.
Edward Everett Horton, Fernand
Gravet, Joan Blondell, Mervyn LeRoy directing, 'The King and the Chorus Girl,' WB.
Houston Branch, screen play, untitled pile, WB.
Houston Branch, screen play, untitled pile, WB.
Houston Branch, screen play, untitled pile, WB.
Albert Contl, Margo Webster,
Frederick Giermann, 'One in a Million,' 20-F.
George Hassel, Pat Flaherty,
Chick Chandler, Alan Dinehart,
Michael Whalen, Rochelle Hudson,
'Peach Edition,' 20-F.
Alan Mowbray, 'On the Avenue,'
20-F.
Leah Ray, Jane Withers, Anthony

Peach Edition, 20-F.
Alan Mowbray, 'On the Avenue,'
20-F.
Alan Mowbray, 'On the Avenue,'
20-F.
Leah Ray, Jane Withers, Anthony
Martin, Joan Davis, Joe Lewis,
Rudy Shaves, Frank Erickson, Ed.
Stanbridge, Sol Haines, Bert Spencer, Ed Seymour, Russell Ash, Sid Salzer, Jack Douglas, William Day,
Harry Chandler, Jack Ross, George
Murray, Ted Schultz, Bobby Dale,
John Lochke, Bud Penny, James
Merritt, Frank Phillips, Jack Kenyon, Lee Kass, Jack Heasley, Jon
Coffey, Rod Bacon, Jack Irwin, Andrew Tombes, The Holy Te vor,
20-F.
Albert Mori illy Bevan, Pat
Somerset, Clive Halliday, Bob
Stephenson, Olaf Hytten, Eric Lonsdale, Agostino, Bargato, Ed Dudomi, Fred, Sewell, Thomas Bradchiology, The Company, C

Adrian Rosely, Bob Carelton, Frank Yaconelli, Louis Yaeckel, Yvonne D'Oray, Claudia Coleman, Reunion, 20-F.
Oscar Apfel, Paul Stanton, Howard Hickman, Hal K. Dawson, Crackup, 20-F.
Sidney Blackmer, 'Private emerge Blackmer, 'Private Quen, Paul Tom, 'Stovaway,' 20-F.
Herman Wood, Charli Chan at the Opera,' 20-F.
Herman Wood, Charli Chan at the Opera,' 20-F.
Edwin Stanley, George Walcatt, Walter Clinton, Jack Daley, Horace Carpenter, Edwin Mordant, Mickey Martin, Harry Anderson, Arthur Stevens, Kay McCoy, Ray Flynn, Walter Merrill, Vesey O'Davorn, Walter Merrill, Vesey O'Davorn, Mita La Roy, June Johnson Mary Bovard, Marc Kramer, Charles Macvoy, Frank O'Connor, Jack Clifford, 'The Chinese Orange Mystery', Rep. John Bradford, Milburn Moranted, Bradford, Wilburn Moranted, Bradford, Milburn Moranted, Bradford, Wilburn Moranted, Bradford, Milburn Moranted, Property Gold, Wilburn, Sand, Wilburn, Bradk, Markin, Frank Ally-Howe, Mason Williams, Frank Ally-Howe, Mason William, Newell, Robert Emmett Martin, Jane Keckley, Georgia O'Dell, Carolyn Rankin, Blanche Rose, Alan Rice, Murdock McQuarri, Russ Fowell, Bumy Bronson, Grack Kern, Daniel Boone, Roarin' Lead, Rep.
Judith Allen, Thomas Jackson, William, Newell, Robert Emmett Martin, Jane Keckley, Georgia O'Dell, Carolyn Rankin, Blanche Rose, Alan Rice, Murdock McQuarri, Russiin, Jane Keckley, Georgia O'Dell, C

John Auer: trectung, wissing word, Rep.
Gordon Jones, O. M. Steiteer, E. E.
Clive, Arthur Loft, Maxine Kennigs, Edward Price, Henry Kolker, Clara Kimball Young, Dave Pepper, Billy Benedict, Ronnie Kindell, Sonia Day, (Continued on page 23)

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 new season.	Pictures now in work.	Pictures now in cutting rooms.	Balance yet to go before cameras.	Total plx in prep- aration.
COLUMBIA Larry Darmour Larry Darmour METRO Rai Roach PARAMOUNT B. P. Schulberg Emanuel Cahen E. A. Rowland Harry Sherman Frank Lloyd RKO-RABHO Dayid Loew Geo, Hirliman Soi Lesser REFUBLIC A. W. Hackel 20TH-FOX Sel Lesser UNITED ARTISTS Sam Goldwyn Watter Wanger Scinick International Pickford-Lasky Refilance	8 48 4 48 8 8		59 48 44 45 8 8 2 6 13 6 6 6 6 6			12 1 5 1 6	34 38 38 27 27 66 27 27 22 45 31 4	
Elisabeth Bergner. Criterion Films. Korda London. UNIVERSAL Buck Jones. WARNERS					%	iš –	28 7 -16	7 1 12
TOTALS	516	8	524	71	42	80	331	88

EXPLOITATION By Epes W. Sargent

Store Co-op

Store Co-op

Merchant seeking to introduce a new dress fabric came to his local theatre with a request for some idea to put the stuff over. He wanted something more definite than merchant the stuff over the wanted of the new material, with fairly large prizes for the prettiest dresses made of the new material, with the proviso that all entrants should show a sales slip for the material of which the garment was made.

Contextants were given eight weeks in which to make up their goods and it was stressed that the dress in which to make up their goods and the stresses with the stresses of the present of the first of the first of the dress in which the face to the dress of the first of the

Doing Up 'Dimples'

Doing Up 'Dimples'

With Shirley Temple due at the Apollo in Dimples, the thought of ticket choppers humming spurred on ger and better exploitation efforts. Besides the Apollo's permanent displays in 20 downtown spots, a truck covered with 24 sheets covering suburban districts three days in advance of opening, and 25 standees spotted in windows, the chart showed check marks after the following plans:

John Stander of the Company of the C

Rich Tie-Ins

Rich Tie-Ins

Paramount got plenty from its tieins on 'The Big Broadcast' when itins on 'The Big Broadcast' when itpengal the third edition at the N. Y.
Faramount Between the air names
was an exholiteer's holdey rise. If
Gotham hosiery, for instance, provided 150 windows for two specialcards; one 22x28 and the other half
that size. A majority of retail groceers made some display of the Jack
Benny-Jello announcements, and
there was a heavy showing of Bob
Burns-Kraft Phenix cheese. In addition the cheese people put out an
inpersonator of Burns, playing the
bazooka and displaying a banner forthe local date.

Benny Goodman of Burns, playing the
bazooka and displaying a banner forthe local date.

Benny Goodman of Burns, playing the
bazooka and displaying a bost from
Sening Goodman of the prosening Goodman well as their Stokowskirecor while Bosch radio gave both
windows and 500 lines in the Davega newspaper ads, Most of the
broadcasting artists mentioned the
ponning on their airings, and that included Burns and Allen on the
Campbell set-up.

Paid the Piper

eluded Burns and Allen on the Campbell set-up.

Paid the Piper

St.

N.

reteran local bagiper was used in the exhibitation for Mary of Scotland, at the Capitol (RKO-P). St. John, N. B. W. H. Golding arranged with Pipe Major Alec Campbell to walk up and down on the sidewalk in front of the theatre with the occasional sally elsewhere in the heart of the local shopping and amusement section, all the time, plow processing sally elsewhere in the heart of the local shopping and amusement section, all the time, plow processing sempty most of the time. Now the processing the processing sempty most of the time. Now the processing the processing sempty most of the time. Now the processing the processing sempty most of the time. Now the processing the proc

relationshi between

Values

Telationshi between cost and results in exploitation stunts. Too many managers are prone to stress the cost of a gag as indicating its box office value. That seldom holds good. Take on case a substantial control of the cont

Endurance Record ittsburgh

Follow Your Heart' had its song hits plugged in lobby of Fulton the atre, where it is current, all the other seven week engagement there was not from New York by RKO to seven week engagement there are not from New York by RKO to seven the new York by RKO to seven the new to and spotted them in lobby, where gall day long and during most of breaks.

day long and during most of breaks.

Trio was hired only for couple of weeks. Reiners figuring that 'God-frey' would run itself out in that time, but when flicker stayed on and on, so did gals. They figure they layed the 'Heart' songs at least 2,000 times in that period.

In addition, Reiners had songs being spotted consistently on local radios stations, built a special front for the house, contacted musical societies and sold them on importance of Marion. Talley's film debut and sold them on importance of Marion. Talley's film debut and sold them on importance of Marion Talley's film debut and sold them on importance of Marion Talley's film debut and special preview of 'Heart' the ight before it opened.

Boosting an Anni

Detroit.
Celebrating 30th anni, United Detroit theatres did things up brown in putting over its 'Gala Appreciation Week.'

m putting over its 'Gala Appreciation Week.'

With numerous clubs, churches,
stores and radio stations participating in some form or other, it's figured about 50,000 persons in town
had a finger in seven-day splurge,
designed to show appreciation to
public for past patronage to circuit.
East of 15 houses of chain were especially decorated for event; special
trailers were run off at all houses
weeks in advance; daily sheet advertising carried insi is for two weeks
before, and gigantic space was
bought in all sheets few days before.
Plugs- and special programs were
carried over several Detroit stations,
and tieups were secured by E. J
Hudson with virtually all downtow
and nabe stores.

Climax was a proclamation from

Climax was a proclamation from Mayor Frank Couzens, ending one of the most concerted exploitation stunts here in many moons.

Gets Windows

Reaction to Horror

Spartanburg, S. C., Oct. 27.
Audiences that laugh in the wrong spots ink Editor, James F. Crook, editor of Spartanburg Herald, with Sparten burg Journal among spon or Staffic Laws; at Carolina, top Wilby-Kincey house. Film stacked with gruesome, horrible scenes of crashes, child killed, etc. First day reporters on papers noticed the guifaws over crashes.
Editor caught show lambasted laughing patrons i editorial, but they kept laughing all three days.

Swap Autographs

Philadelphi
Exchange of autographs was idea
of stunt, pulled this week by Max
Cuperstei, manager of Warners
Harrowgate theatre here.
Playing Robert Taylor in 'His
Brother's Wife,' Cuperstein organized
Robert Taylor, Boosters, Club and
placed scroll, theatre. Women attending pix signed scroll, which will
be sent Taylor, Picture will be taken
of him receiving scroll. He'll send
signatured copies of that picture to
all femmes who autographed scroll.

Caption Contest

Caption Contest

Atlanta, Ga.

Loew's Grand deal put up 55 first and \$2.50 second prizes, plus 10 pairs of, passes, daily in Libeled Lady headline contest afternoon paper day, with coupon under it providing space for contestants to rite headline for scene. Stunt di icture a lot of good at the box made many friends for theatre. Chiseling any sort of space out of Atlanta papers is considered great moral victory by theatre owners since three local rags have publishers agreement that taboos anything that can't stand on its own feet as news' or smacks of publicity.

Hard Covers

Hard Covers

Something different is the 64-page press book gotten out by Warners for The Charge of the Light-Brigade. The book is in board covers, but is so flexibly-bound that it will remain open at any page. The size is 17x11 inches, large, but not too large for desk use, and there is an insert showing the advertising cuts and mats 17x22. It is nicely gotten up, pictorially, but greater stress is laid on the selling contents than the art work. There is almost an embarrassment of riches on the exploitation and other features and a number of national merchandise hookups.

Strikes a new note in press books.

Noise Makers

Noise Makers

Noise and motion both serve intensity the folion of a lobby or window stunt, but motion is more often used than noise because it simpler animate than vocali But there isn't much to getting sou And it helps plenty.

A lion roar can be rigged to be worked by the ord of the device. The cord passes over the wheel of the cord of the device. The cord passes over the wheel should be a couple of inches wide and should be covered in part of its circumference with a strip of undressed leather well rosined. As the wheel revolves this portion vibrates the roar Shorter well rosined. As the wheel revolves this portion vibrates the roar Shorter used for varied calls. Pulley should be slightly below the top of the wheel to ensure contact.

A squeak may be achieved by setting a good grade of cork into the circumference of the wheel to show the top of the wheel to ensure contact.

A squeak may be achieved by setting a good grade of cork into the circumference of the wheel and setting a top of the wheel to show the cord of the wheel to place the cord of the cord

plate. Corks should be soaked in vinegar and water. They need to be kept moist.

Puffing of locomotive is suggested to be suggested to for sandpaper programment of sandpaper programments of sandpaper and sagainst a fixed piece of similar material. Best to use cloth rather than apper and a fairly heavy number, about a two. Airplane hum is produced by permitting the blades of a fant to strike lightly a strip of tine. Falling water is suggested by a pasteboard drum in which peas or small be the suggested by the suggested of the sufficient of the suf

BEHIND the KEYS

Promoted from lef booker of Metro exchange here to office manager of St. Louis branch short time ago. Milton Brauman remains in mid-western city only two-weeks, returning to Pittsburgh in same capacity he was to have held down in Saint Loosey. Quick switch came as result of Jules Lapidus' resignation to become exchange manager here for Grand National.

Bob Senft former assistant manager of Loew's Penn, has been taken on by Mannie Greenwald as member of house staff at indie Barry.

Ed Segal, who resigned as manager of Harris-Eina for WB here couple of months ago, to ioin Schine circuit in New York state named manager of Cameo in Rochester, N. Y.

Guy Douthwaite, who owns an interest in and managed the Drive-In the author of the control of th

Superior Pictures, Inc., will handle Spectrum Pictures in this territory, which includes Eastern Missouri and Southern Illinois. Al Marks: has disposed of Robin theatre, nabe, to Charles A. Kalb-fold.

that marks as usposed of Mobiled of the Mobiled of Mobi

Marold Maloney, former manager of the Poli-Palace in New Haven, has succeeded Harry B. Watts is manager of Polis here, Watts goes to Wheeli g. W. va., to Dipson-Osporne houses.

Memphis. Momphis.

showmanmayor of Oxford. Miss. elected president of Motion. Picture Theatre Owners of Arkansas. Mississippi and Tennessee. Williams succeeds M. A.
Lightman of Memphis, elected chairman of the boar of, directors.

Opera ho the Lincoln,

the Lincoln, Manusan, assistant the imperior, America, Neb. has been promoted to manage. Star, East Liverpool, reopened its subsequent run film policy fargorithe and the Rourke at LaJunta. Star of the Rourke at LaJunta and the

London, Can.
Harry Dahn leaves Famous Players Canadian Corp. to join Hanson Theatre Corp. Ltd. head office, Toronto, as supervisor of theatres.

W. E. Calloway, now W-B branch manager at Dallas. Texas. has been appointed to the Los Angeles branch managerial post, filling the vacancy caused by the recent death of Newt

Levi.

R. D. Anderson, heretofore a salesman in the Minneapolis branch, is promoted to the managerial chair in Des Moines, replacing Elmer Tilton, resigned.

Easton, Pa.
Midway, new theatre at Allentown, opened. Operated by Midway
Theatre Corp.

Philadelphi
Five-hundred-seat film house in
South Philadelpha will be erected
soon by Italian interests at Broad
and Federal streets. To be known
as Dante, will cost between \$50,000
and \$60,000. Contracts let for new
Warner house at 1705-09 S. Broad
street, with work continuing on desmolition of buildings on next-door
site for erection of new film house.
For Felt Bros.
Roxy, Roxborough, taken over by
Roxy Amusement Co., Nathan and
Alexander Stiefel.

Detroit.

Detroit.

Commemorating 30th anni, United Detroit theatres will stage a gala Appreciation. Week, starting Oct. 28.

George W. Trendle and John H. Kunsky mothed their hist showcast in March, in the starting of the starting

B. Noble, gen. for West-land Theatres houses in Colorado and Nebraska, has resimed, to omi-ate his own house in Ok homa City under firm name of Cornhuskers Theatres, Inc.

C. C. (Cliff) Chellew, recent arrived from L. A., manager of Liberty, Jensen-von Herberg house. Clyde Stroud new assistant to Doi feddes, at Orpheum, moving up from door at Paramount. Fox Duncan promoted from door at Orbirsim to asst. to Geo. Appleby at Coliseum.

Fox Intermountain changes: Walter Smith, city manager at Chevenne, left for the West Coast Ray Davis, city manager at ordir Platts, Neb, will succeed Smith at Chevenne. North Platte lob will be taken over by Milte Zallensky, from Durango, Colo. Ed King, from Lu Junts, Colo, will go to Durango, and Don Dungan, assistant the Imperial, Alliance, Neb., has been promoted to manage the Rourke at LaJunta.

Neat School Hook

Neat School Hook

Cincinnati.

Smart tie-up for National Educational Week effected by Joe Goctx manager of the RKO Paramount, suburban de luxer, with Walnut Hills High School.

Theatre's spacious lobby devoted entirely to exhibits of handlwork of the school's students, with three complete changes of displays, jibing Exhibits include laboratory tests as Est-ups of arts and science classes. School's 60-voice choir personalied on stage three nights. Followed for two nights by-sketch of "Little Women" by dramatic department, from whence sprang Evelyn Venable, whose father was a teacher at the school. In conjunction with the school. In conjunction with the school and the school of the

Injuns for 'Mohicans'

Injuns for Mohicans'
Montreal.

Tom Cleary, exploitation manager for Consolidated, operating four of the first-run houses on main street here, pulled a nitty stunt at the Pricess where Last of the Mohicans' is showing currently.

In the Mohicans' is showing to the first-run of the Mohicans' is showing currently.

In the Mohicans' is showing to the Reservation, the shoped fifty braves and squaws, attired in war paint and feathers, beads and rugs to attend nine p. m. showings. Lined up and, waiting, in the lobby they made a jourceque sensation and got the pic talked of all over town.

Not a doubt in anyone's mind that was the state of the first of the first of the first own.

Not a doubt in anyone's mind that was the first own.

Not a doubt in anyone's mind that was the first own.

Not a doubt in anyone's mind that was the first own.

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Sign Hints

Sign Hints

Monager who, wanted a lobby frame board of fabric tacked the fabric to a board, but did not fike the way it looked. A furniture man helped hi out He painted the board, with a mixture of yellow besswax and rosin (about three parts wax to five of rosi, melted in a doubl boiler) put on rather thickly. When it cooled the cloth was spread on the board and gone over with a warm not too hot Puro, starting from the center and working out to the edges. Hardens more quickly than slice. Cutout letters were late applied, the start of the condition of the condition. What is given the condition of the condition o

CALENDAR OF CURRENT RELEASES

Chesterfield Lady Luck. Story of a sweepstake winner. Chas. Lamont. 62 mins. Rel. July 8. Missing Girls, Martin Mooney's story. Roger Pryor, Murlel Rosen. 65 mins. Rel. Sept. 10. Rev. Oct. 7.

Gower at Sunset, Hollywood, Cat. Columbia

Hollywood, Cal.

Adventure in Manhattan. Joel McCrea, Jean Arthur, Reginald Owen, Herman Bing. Rel Sept. 20.

Albid for Murder. Mystery. Wm. Gargan, Marguerite Churchill. Ross Lederman, 63 mins. Rel. Sept. 23. Rev. Oct. 11.

Blackmailer. Eight persons face suspicion of murder of a blackmailer. Wm. Gargan, Florence Rice, H. B. Warner. Dir. Gordon Wiles. 66 mins. Rel. July. 10. Rev. July. 29.

Come Closer, Folks. James Dunn. Marian March. Wynne Gibson. Rel. Nov. 7. Crag Dir. Dorothy, Arter. 73 mins. Rel. Sept. 30. Rev. Oct. 7. End of the Trail. Jack-Holt, Douglas Dumbrille, Louise Henry, Erle C. Rel. Sept. 19.

Final Bour. Thet Innocent girl espaces the gallow themset themset.

Dir. Dorothy Arzner. 13 mins. Rel. Sept. 30. Rev. Oct. 7. End of the Trail. Jack-Holt, Douglas Dumbrille, Louise Henry, Eric C. Rel. Sept. 19.

Final Hour. The? Innocent girl escapes the gallows through the efforts of the men she had befriended. Raiph Bellamy, Marguerite Churchill. Dir. D. Final Hour. The? Innocent girl escapes the gallows through the efforts of the men she had befriended. Raiph Bellamy, Marguerite Churchill. Dir. D. Pragitive Sheriff, The. Western. John Wayne, Beth Marion. Ir. Nate Gatzert. 38 mins. Rel. June 1 Rev. Oct. 21.

Killer at Larce. Mary Prina, Russell Hardie, Rel. Oct. 1.

Lady from Nowhere. Mary Astor, Charles Quigley. Rel. Nov. 21.

Legion of Terror. Bruce Cabot, Marguerite Churchill, Crawford Weaver. Rel. Man. Who. Lived Twice. Ralph Bellamy, Marian Marsh, Isabel. Harry Lachman. 12 mins. Rel. Sept. 20. Rev. Oct. 14.

Maget Nero Wolfe. Edw. Armold, Jean Perry, Lionel Stander. Herbert North Marian Land. Soll. Evelyn Venable. Rel. Nov. 14.

Pennies from Heaven. Bing Croeby, Madge Evans, Edith Fellows. Rel. Nov. 58.

Persesoft Rid. McCoy western. Tim McCoy, Shella Manners. Dir. David Silman. Sollinas. Sollinas. Sollinas. Rel. Jour. 30.

Ranged Marian. Sollinas. Rel. July 17. Rev. Aug. 19.

Landy Selman. Sollinas. Rel. July 17. Rev. Aug. 19.

Landy Selman. Sollinas. Rel. July 17. Rev. Aug. 19.

Landy Selman. Sollinas. Rel. Sept. 1. Rev. Sept. 18.

The Studies: Burbank, First National 122 W. Studies. Sullas. Rel. Oct. 15.

Buddes: Burbank, First National 122 W. Studies. Sullas. St. Marian. 122 W. Studies. Sullas. St. Marian. 122 W. Studies. Sullas. Sullas. Sullas. St. Marian. 122 W. Studies. Sullas. St. Marian. 122 W. Studies. Sullas. Sulla

: 321 W. 44th St., New York, N. Y. First National

Studies: Burbank,
Calif.

First National

1: 221 W. 44th St.,
New York, N. T.,
Capizint's Kid, The. Old reprobate hunts pirate treasure and gets mixed up
with gangsters in comedy-drama. Sybil Jason, Guy Kibbee, May Robson,
Dick Furcell. Dir. Nick Grinde. 17 mins. Rel. Nov. 14.
Case Church! Dir. Nick Grinde. 17 mins. Rel. Nov. 14.
Case Church! Dir. Nick Grinde. 17 mins. Rel. Nov. 14.
Case of the Velvet Claws. Warren William Claire Dodd. Winlfred Shaw, Dick
Foran, Joseph King, Eddie Acuf. Dir. William Clemens. 60 mins. Rel.
China Clipper, A drama of the trans-Pacific airways. Pat O'Brien, Beverly
Roberts, Ross Alexander. Humphrey Bogart, Marie Wilson, Henry
Roberts, Ross Alexander, Humphrey Bogart, Marie Wilson, Henry
Roberts, Ross Alexander, Bornan and the Sport of Kinss. Patticle Ellis
The Roberts, Ross Alexander Bogart, Marie Wilson, Henry
Roberts, Ross Alexander, Bornan and the Sport of Kinss. Patticle Ellis
The Roberts, Ross Alexander Bogart, Marie Wilson, Henry
Roberts, Ross Alexander, Gang Roberts, Wilson, Henry
Roberts, Ross Alexander, Gang Roberts, Marie Roberts, Anne Nascel, Craig Reynolds. Dir. WilLove Berlmsch Tyenty. Comedy of backstage life. Dick Powell, Joan Blondell,
Roberts, Marie Roberts,

ices: R.K.O. Bidg., New York, N. V. Grand National

Releases Also Alified, Chesterfield and Liberty Captain Calamity, Hirliman), Natural color, Geo, Houston, Marian Nixon Rel, Oct. 20.

Captain Calamity (Hirliman), Natural color, Geo. Houston, Marian Nixon.
Rel. Oct. 20. (Described) A. fast-moving mystery, presenting a baffling Hour, The Color of the Captain Captain

: 1600 Broadway New Yo G-B

G-B

ison Broadway, New York.

East Meets West. Drama of Oriental politics in which Arilss plays a wily Rajain. George Arilss, Lucie Mannhelm, Ronney Brent. Dir. Herbert Mason. '8 West Pody Dance. Comedy with music.

Courtneidge. Trucx. Courtneidge. Trucx. Courtneidge. Trucx. Programment of the Courtneidge. Trucx. Exceptibing is Thanks Romandic melodrama of war-time Europe. Constance Bennett, Douglass Montgomery. Oscar Homolka. Dir. Milton Rosmer. '17 mins. Rel. Sept. 1.

18's Love Again. Musical comedy with dances and song. Jessie Matthews, Robert Young. Dir. Victor Saville. 83 mins. Rel. May 30. Rev. May 23.

Love in Exite. Romantic drama. King abdicates his throne for the love of a '56 mins. Rel. Nov. 15.

Man Who Lived Again, The. The story of a scientist who makes strange experiments with minds. Borls Karloff, Anna Lee, John Loder, Dir. Robert Stevenson. Rel. Sept. 15.

ine Days a Queen. The story of Lady. Jane Grey who ruled the British Emperious Court Court

: 1540 Broadway, New York, N. Y

These tabulations are compiled from information supplied by the various production companies and checked up as soon as possible after release. Listing is given, when release dates are definitely set. Titles are retained for six months. Managers, who receive service subsequent to that period should preserve a copy of the calendar for reference. The running time as given here is presumably that of the projection room shawings and can only approximate the actual release length in those states or communities where local or state censorship may fesult

shose states or communities, where local or state censorship may result in deletions. Running time in the reviews as given in Variety carry, the actual time, clocked in the theatre atter atter passage by the New York state censorship, since pictures are reviewed only in actual theatre showings.

While every effort is made to hold

showings.

While every effort is made to hold this list accurate, the information supplied may not always be correct, even though official. To obtain the fullest degree of accuracy, Variety will appreciate the co-operation of all managers who may note discrep-

CONTRACTS

Hollywood, Oct. 27. Warners lifted option on Gordon Warners Inted opinion
Hart's contract.
Alan Dinehart's pact extended for another year at 20th-Fox.
Writing termer hande! Hugh-Herbert at Juniversal.
Ben Markson and Sam Hellman sealed to new writing deals at 20th-Fox.

peace to new writing deals at 20th-graph of the peace of

rectorial bact litted at Roach.
Metro, handed Spencer Tracy new
pact.
Margol Grahame iven new contract at RKO.
20th-Fox renewed William A.
Seiter's directing covenant.
Van Hellin termed at RKO.
Radio handed Ben Holmes new directing ticket.
Options on Louis Silvers, musical
direction of Louis Silvers, musical
direction on Louis Silvers, musi

TITLE CHANGES

Hellywood, Oct. 27.

Help Wanted: Female' is final tag for 'Safari in Manhattan and later 'Safari in Paradise' at Columbia.

Warners changed 'No Hard Feelings' to 'Smart Blonde'.

Nobody's 'Baby' at Roach rehandled 'Change' the Baby,'

'Valley Range' retitled 'Secret Valley' by Sol Lesser.

'Racing Lady' is new for 'All Scarlet' at Radio.

STORY BUYS

"Upstairs Girl," by W. P. ipscomb, has been sold to Toepliz, seed seed seed rights to Blohard sheemen, shall be sheemen, and Farewell, which will be placed before the lenses as The Camilli."

Jimmy Ellison Given Term Pact by Sherman

Hollywood, Oct. from Jimmy Ellison's 'The Plainsman,' C. De mille's production for Paramount, garnered the actor a termer with Harry Sherman. pendently for Par, Ellison's old covenant with Sherman had year and one-half to go, but it was torn

and one-half to go, but it was torn up.

Negotiations also are on between De Mille and Ellison for latter to make one picture yearly for producer for three years. Such a stipulation is in Sherman's pact, Ellison currently is working in 'Trail Dust,' a Hopalong Cassidy icture, for Sherman.

Longest Night, The. Murder in a department store. Robt. Young, Florence Rice, Ted Heaty. Dir. Errol Window. 50 mins. Rel. Oct. 2. Rev. Oct. 21. Old Hutch. Wallace Beery as the town tramp who comes into a fortune. Linden, Cecilia Parker. Dir. J. Walter Ruben. Rel. Sept. 25. Piccadilly Jim. Based on a P. G. Wodehouse story. Eric Blore, Robert Montgomery, Madge Evans, Billie Burke. Dir. Robt. Z. Leonard. 38 mins. Rel. Rome. Bed. 4 Juliet. S. Makespeare. Norms Shearer, Fredric March, Cukor. 130 mins. On State rights release. Rev. Aug. 28. Sury. Herbert Gorman's novel of the girl who helped capture Mata Hari. Harlow, Franchot Tone, Cary Grant. Dir. George Fitzmaurice. 35 Rel. July 3. Rev. July 28. Swort Enemy. Smashing. Dir. E. Marin. 78 mins. Rel. Sept. 11. Rev. Sept. 16. Women Are Trouble. Newspaper yarm. Stuart Erwin, Florence Rice. Ir. Errol Taggart. 40 mins. Rel. July 31. Rev. Sept. 2.

Studio: 5651 Marathon St., Hollywood, Calif. Paramount

Errol Taggart. 80 mins. Rel. July 3l. Rev. Sept. 2.

Siddio: skil Marathon St.

(New York: N. Hollywood, Calif.

Accusing Finger, The. Girl controverts circumstantial evidence to save her employer, convicted of murder. Paul Kelly, Marsha Hunt, Kent Taylor. Dir. Jas. Hogan: Rel. Oct. 23.

Along Came, Love: Salegnif falls for a picture theatre doorman. Irene Hersey, and Allen, Bob Burns and many other known names. Dir. Michael Leisen. And Mallen, Bob Burns and many other known names. Dir. Michael Leisen. And Mallen, Bob Burns and many other known names. Dir. Michael Leisen. Rel. Oct. 4.

Champagne Waltz. Musical with a Strauss background. Gladys Swarthout. Bell Comedy in a broadcasting station. Jack Benny, Burns. Rel. Oct. 4.

Driff Fence. From it Zane Grey novel. Larry Crabbe, Katherine be mille. Tom Keene. Dir. Othe Lovering. 57 mins. Rel. Feb. 14. Rev March II. Easy to Take. Trouble for a radio Uncle. Marsha Hunt, John Howard, Eugengene-Fleilette. Dir. Pritz Fold. Rel. Nov. 6.

General Fellette. Dir. Fritz Fold. Rel. Nov. 6.

General Fellette. Dir. Fritz Fold. Rel. Nov. 6.

General Fellette. Dir. Fritz Fold. Rel. Nov. 6.

Gowest, Young Man. From a stage hit. Tersonal Appearance, though Haye office does not permit mention. Rewritten by Mae West. Miss West. 8.

Go West, Young Man. From a stage hit. Tersonal Appearance, though Haye office does not permit mention. Rewritten by Mae West. Miss West. Shirley Ross. Martun Raye. Dir. David Gath Thomas but not the usual thing. Melodramatic John Halliday, Marsha Hunt. Dir. Robt. Florey. 70 mins. Rel. Aug. 21. Rev. Sept. 23.

12 Give My Life. Remake of The Noose. Sir Guy Standing, Frances Drake. Trought Roy. Aug. 18.

13 Jungan Hall Rev. Sch. 20. David Gath Thomas but not the usual thing. Melodramatic. John Halliday, Marsha Hunt. Dir. Robt. Florey. 70 mins. Rel. Aug. 21. Rev. Sept. 23.

14 Give My Life. Remake of The Noose. Sir Guy Standing, Frances Drake. Trought For Mary Burns. Brit. May. 21. Rev. Aug. 18.

14 Med Hally Frances Drake. Dir. The Red. 71 mins. Rel. Rev. Au

R.K.O. ldg., Radio City, N.Y.C. R.K.O. Radio

All Scarlet (tentative). Racing melodrama, Ann. Dvorak, Bariry Carey, Smith Ballew, Frank M. Thomas, Berton Churchill, Ray Mayer, Dir. Wallace Fox. Rel. Jan. 28.

Big Game, The. Exposing the evils of football gamblers. Philip Huston, James Greege, British and Care Cabot, Andy Devine. Dir. George Nicholls, Care Cabot, Andy Devine. Dir. George Nicholls, Bride-Walk Dur. The.—Matrimonial. adventure. of—a man—who—insists—that two can live on \$35 a week and his fiancee who doesn't think so but is willing to try. Barbara Stanwyck, Gene Raymond, Robert Young, Ned Sparks, Helen Broderick: Dir. Leigh Jason, 80 mins. Rel. July 10. Rev. Danled St. Historical adventure of great frontiersman in expedition across Cumberland. Mountains and settlement of Kentucky Valley. George

Bride-Walks Dut. The. Matrimonial adventure of a man-wno-massus-mattwo can live on \$35 a week and his flancee who doesn't think so but is
willing to try. Barbara Stanwyck, Gene Raymond, Robert Young, Ned.
willing to try. Barbara Stanwyck, Gene Raymond, Robert Young, Ned.
Willing to try. Barbara Stanwyck, Gene Raymond, Robert Young, Ned.
July 18.
Daniel Boone. Historical adventure of great frontiersman in expedition across
Cumberland. Mountains and settlement of Kentucky Valley. George
Obrica, Heather Angel, John Carradine, Ralph Forbes. 77 mins. Rel.
Don't Yun Fim Loose. Inspired by the lax functioning of State parole boards.
Lewis Stone, James Glesson, Betty Grable, Frank M. Thomas. Dir. Ben
Stoloff. 68 mins. Rel. Sept. 18. Rev. Sept. 36.
Grand 1887, 1887, 1888, 1889, 1881, 1882, 1883

The

... who is she?



CALENDAR OF CURRENT RELEASES

(Continued from page 20)

Winterset. A son sets out to clear the memory of his father who died in electric chair only to find himself involved in polgnant romance mons New York's tenements, Burges Meredith, Margo, Eduardo Cianpelli. Dir. Alfred Santell. Segs Meredith, Margo, Eduardo Cianpelli. Without a state of the segs of the se

Republic RNO Bide.

Buildog Edition. Ray Walker. Evalya Knapp. Regis Toomey. Dir. Charles Lamont ST max. Rel. Sep. 20. Rev. Oct. New York, N. Lamont ST max. Rel. Sep. 20. Rev. Oct. Sep. 20. Rev. Sept. 3. Charlotte Henry. Dir. Reginal Barker. Se mins. Rev. Sept. 3. Gentleman from Louisiana, The. Eddie Quillan, Charlotte Henry, Chic Sale. Dir. Irving Pichel. Se mins. Rel. Aug. 23. Rev. Sept. 16. earts of the Manners. Dir. Lew Ayres. Rel. Aug. 28. Rev. Sept. 16. earts of the baitle between the Monitor and Merrimac. James Dunn, Mac Clarke, Charlotte Henry, David Manners. Dir. Lew Ayres. Rel. Aug. 15. Rev. Oct. 21. Obt. Sussanah. Gene Autry. Frances Grant. Rel. Aug. 20. Henry Oct. 21. Petty Furness. Dir. Phil Rosen. 81 mins. Rev. Oct. 21. Sagebrush Troubadour. Western. Gene Autrey. Kane. 57 mins. Sept. 30. Se

Fox Hills, 20th Century-Fox 444 West 68th 8t. Hollywood.

Across the Alsie Donleyy. Humberstone As You Like 16.

Back to Nature (Jones Family). Jed Prouty. Shirley Deane. Ixie Dunbar. Dir. Jas. Tinling. 55 mins. Rel. Oct. 9. Rev. Sept. 2.

Back to Nature. (Jones Family). Jed Prouty. Shirley Deane. Ixie Dunbar. Dir. Jas. Tinling. 55 mins. Rel. Oct. 9. Rev. Sept. 2.

Back to Nature. (Jones Family). Jed Prouty. Shirley Deane. Ixie Dunbar. Bad. Pel. Dec. 11.

Border Patrolman. Geo. O'Brien western. 58 mins. Rel. July. 3. Rev. July 1.

Border Patrolman. Geo. O'Brien western. 58 mins. Rel. July. 3. Rev. July 1.

Can This Be Dixle? Jane Withers, Slim Summerville, Helen Wood. Dir. Geo. 1.

Marshall. Rel. Dec. 1.

Dir. H. Bruce Humberstone. 70 mins. Rel. Aug. 7. Rev. Aug. 19.

Pimples. Shirley Temple. Frank Morgan. Dir. Wm. A. Seiter. 78 mins. Rel. 18.

M. Ott. 16. Rev. Oct. 14. Cete belew the old crooker deadline. Chaire Trevor. Gear Romero. Dir. Alian Dwan. 64 mins. Rel. Oct. 30. Rev. Oct. 14.

Irving Cummings. 65 mins. Rel. Aug. 14. Rev. Sept. 2.

Glory. Jane Darwell, Delma Byron. Dir. Frank Strayer. Rel. Dec. 18.

Bigh Rel. July. 17. Rev. July 18. Brian Donlevy. Dir. Alian Dwan. 63 mins. Rel. Mar. Rev. Sept. 2.

Glory. Jane Darwell, Delma Byron. Dir. Frank Strayer. Rel. Dec. 18.

Bigh Rel. July. 17. Rev. July 18. Brian Donlevy. Dir. Alian Dwan. 63 mins. Rel. Rel. Aug. 28. Rev. Sept. 20.

Seller. Rel. Aug. 23.

Rel. Aug. 25. Rev. Constance Bennett. Loretta Young, Simone Simon. Don Ameeth. Paul Luks. Dir. Edw. H. Griffith. 97 mins. Rel. Sept. 20.

Dir. Law Ben Herstell Ritz. Rev. Edw. Lawer. 20. Rev. Con. 10. Rev. Oct. 14.

Brian Don Bennett. Constance Bennett. Loretta Young, Simone Sept. 20.

Ban. Debut of Sonia Hente, champ figure skater. Adolph Men
Brian Dec. 11. Rev. Sept. 20. Rev. Con. 10.

Brian Dec. 11. Rev. Sept. 20. Rev. Con. 10. Rev. Con. 10

Bretherton, 58 mins, Rel. Sept. 11. Rev. Sept. 30.
Ladies in Love. Janet Gaynor, Constance Bennett, Loretta Young, Simone Simon, Don Ameche, Paul Lukas, Dir. Edw. H. Griffith. 97 mins; Rel. Sept. 20.
One. Sept. 20.
O

Studio: 1041 No. Formosa Bivd. United Artists. Offices: 729 Seventh Ave.
Hollywood, Calif.

Come and Get it. Goldwyn's production of Edna Ferber's novel about about about west lumber strife. Edward Arnold, Frances Farmer, Dir. Howard

Hawis.
worth. Goldwyn's production of Sinclair Lewis' novel, Walter Huston.
Ruth Chatterton, Mary Astor. Dir. William Wyler. 90 mins. Rei. Sep.
18. Rev. Sept. 30.
Rev. Bert. 19. Rev. 19. Rev.

Rel: Oct. 14.
Desparado, Mexican musical romance. Ino Martini, Ida Lupino, Leo
Carrillo. Pickford-Jasky production. Dir. Rouben Mamoulian. 90 mins.
Rel: Oct. 2. Rev. Oct. 14.
of the Mohleans (Reliance). Rev.

Lass or the monitoria verticutes.

Man Wot Could, Work Miracles. Based on an original by H. G. Wells. Roland Young' Joan Gardner and Ralph Richardson. Dir. Lothar Mendes.

Universal:

Universal Coss Rider of Gun Creek. Buck Jones. Ref. Nov. Crash Donovah. Jack Holt. Dir. Ed Laemmie.

Empty Saddles. Buck Jones Rel. Dec. 20.

Flying Rostess. Judith Barrett. Wm. Hall. Dir. Murray Roth. Rel. Nov. 22.

Four Days' Wender. Jeanne Dante. Kenneth Howell. Dir. Sidney Sai Rel. Dec. 20.

Flore Dec. 20. Pare. The.

The Cost of Cost o

Raiph Murphy, Rel.

Man i Marry, The. Doris Nolan, Michael Whalen.

Nov. I.

My Man Godfrey, Comedy-drama. Wm. Powell, Carole Lombard.
Ory LaCara, 293' mins. Rel. Sept. 6. Rev. Sept. 23.

Mudden the Mississippi. James Dunn, Andy Devine. Dir. rthur Lubin.
Dir. Thur Lubin. Herry Hunter.

Parole: Ann Preston, Herry Hunter.

Postal Inspector. Drama. Ricardo Cortez, Patricia
mins. Rel. Aug. 2. Rev. Sept. 3.

Rel. and Reckless. Edmund Lowe, Gioria Stuart.

Sea Spoilers. John Wayne, Nan Grey. Dir. Frank Strayer. Rel. Sept. 27.
Top of the Town. Doris Nolan, George Murphy, Hugh Herbert, Gertrude
Niesen. Ella Logan, Jack Smart, Peggy Ryan, 3. Sailors, Gregory Ratoff.
Drop of the Town. Doris Nolan, George Murphy, Hugh Herbert, Gertrude
Niesen. Ella Logan, Jack Smart, Peggy Ryan, 3. Sailors, Gregory Ratoff.
Der. Walter Lang. Rel. Dec. 27.

Nol. Rel. Sept. 3 Doan Decett. Joel McCrea.

Rel. Sept. 3 Doan Decett. Joel McCrea.

Rel. Sept. 1. Sept. 3 Doan Decett. Joel McCrea.

Rel. Sept. 1. Sept. 1

Studios:

Calif. Warner Brothers

New York, N. Y.
Anthony Adverse. Based on the international best seller by Hervey Allen. Fredric March, Olivia de Havilland, Anita Louise, Claude Rains, Donaid Woods, Edmund Gwenn, Louis Hayward, Gale Sondergaard, Steff Dunia. Bengal Tiger: Girls goleane, Earton MacLane, June Travis. Dir. Louis King. Billy Mauch. Dir. Mervyn Le Roy, 139 mlns. Rel. Aug. 29. Rev, Sept. 2.

Billy Mauch. Dir. Mervyn Le Roy, 139 mlns. Rel. Aug. 29. Rev, Sept. 2.

Billy Mauch. Dir. Mervyn Le Roy, 139 mlns. Rel. Aug. 29. Rev, Sept. 2.

Billy Mauch. Dir. Mervyn Le Roy, 139 mlns. Rel. Aug. 25. Rev, Sept. 2.

Billy Molec. The. A small town business man outwits a gang of racketeers. Guy Kibbee. Warren Hull. Aina Lloyd, Dick Foran. Dir. Frank McDonald S.

Cain and Mahel. A musical extravaganza about the prizefighter and the lady. 90 mlns. Rel. Oct. 17. Rev. Oct. 21.

California Mail. A western thriller. Dick Foran, Linda Perry, Milton Kibbee. Dir. Noel Smith. S6 mlns. Rel. Nov. 13.

California Mail. A western thriller. Dick Foran, Linda Perry, Milton Kibbee. Dir. Noel Smith. S6 mlns. Rel. Nov. 11.

Gire Mer Your Heart. Based on the international stage success. Sweet Aloes. Kay Francis., George Brent. Roland Young, Patric Knowles, Frieds inested free Patric Mount. Sci. 11.

Greef Patrice. Marc Connelly and William Keighley. 93 mlns. Rel. Au 1.

Rev. July 22.

160t Mougy, Fast moving comedy-romance. Ross Alexander, Beverly, Roberts. July 18. Rev. July 23.

1sle of Fury. Melodraina of wanted men on a South Sea island. Donaid Woods, Margaret Lindsay, Humphrey Bogar, Paul Graetz. Dir. Frank McDonaid. William McGonan. 68 mlns. Rel. July 18. Rev. July 29.

1sle of Fury. Melodraina of wanted men on a South Sea island. Donaid Woods, Margaret Lindsay, Humphrey Bogar, Paul Graetz. Dir. Frank McDonaid. Om mins. Rel. Aut. 1.

2sl. Sea of Fury. Melodraina of wanted men on a South Sea island. Donaid Woods, Margaret Lindsay, Humphrey Bogart, Paul Graetz. Dir. Frank McDonaid. Om mins. Rel. Aut. 28. Rev. Aug. 12.

1sle of F

Stefammens, Nights, Dream, A. Spoetchale, groduction of the Shakesowshi and the production of the step of the step

Ang. 15. News of U.S.S. June 15.

(Continue

Studio Placements

(Continued from

Continued from
Susie Peale, Eddie Clayton, Hai
Moebes, Babe Green, Charles Meati, Barrett Whitlaw, Mamie Henderson, Dorothy Madon, Frances
Wright, Neysa Lori , Margaret Watson, Ruth Milo, Broderick O'Zarvell,
Eddie Cobb, They Wanted to Marry,

derson, Dorothy Madon, Francis Wright, Neysa Lori, Margaret Watson, Ruth Milo, Eroderick O'Tarvell, Eddic Cobb, They Wanted to Marry, RKO, Margaret Watson, Ruth Milo, Eroderick O'Tarvell, RKO, Barbara Pepper, Kay Marlowe, Vinton Haworth, Alan Curtis, Edward Price, Fern Emmett, Pierre Watkins, Frank Mayo, Helen Flint, 'Coast Patrol,' RKO.

Richard Carle, Ferdinand Gottschalk, Kernan Crippes, Ruth Cherrington, Ed Deering, Andre Cheron, Rose McQuall, Gregory Gaye, Rafaela Ottiano, untitled Lily Pons starrer, RKO, Wallis Clarke, Charles Lane, Lita Checret, Bruce Sidney, Bracy, Homer Cheron, Bruce Starver, RKO, Wallis Clarke, Charles Lane, Lita Checret, Bruce Sidney, Bracy, Homer Decoration, Charles Cheron, Bruce Starver, RKO, Buther Lally, Bill Cody, Art Berry, Jr., Paul Lacey, Arthur Milett, Ed Schaefter, Criminal Lawyer, RKO, Audrey Reynolds, Theresa Max-

Col.

James Bush, 'I Promise to

Hactor Sarno, Frank Purlia, Dick

Butller, Jee Dominguez, Milter Tellegan, Antonio Vodas,

George Pearce, Chick 'Hamilton,

Harry Davenport, Jim Baker, 'Coun
Herry Davenport, Jim Baker, 'Coun
Herriel Lady, 'Col.'

Dean Jazzer, Irene Hervey, 'pur
Las Dumbrille, Arthur Loft, John

Gallaudet, Ed Deering, Edward, Les

Saint, 'Edward Stanley, George

Pearce, Clarence Harvey, 'Pat West,

Hoope, Atchley, Rissell Hicks, Gene

Kay, 'Lynn Shores, directing, 'rand

Old Woman, 'Col.

Ferdinand Bruckner,

untilled orieinal, Par.

Sidney Salkow directi

Key,' U,

Hal Yates, screen play, untilled

comedy, Roach,

Karen deWolf, Austin Parker,

screen play, 'Be it Ever So Humble,' U

Davi

Doce

tor's Doce

Davi



CALENDAR OF CURRENT RELEASES

(Continued from page 23) Oberwachimeister Schwenke (Ger) (Castno). Detective i Gustav Froehlich. Dir. Carl Froehlich. 70 mins. Rel. May 1.
a. Sakedam (Sw) (Scandinavian). Romance. Lars Hanson. Dir. Gustaf Molander. Sermins. Rel. Aug. 15. Rev. Sept. 16.
appin (Ger. Rev. May 2. De. Kowa.
Arthur. Rel. May 1. Rev. May 2. De. Kowa.
Arthur. Rel. May 1. Rev. May 2. De. Kowa.
So mins. Rel. April 15.
Passaporte Rosse (R) (New World). It's a hard life. Isa Mirand. Guide Arismone. 99 mins. Rel. Aug. 15. Rev. Sept. 9.
Pension Simosa (87) (France). Gambling and mother love. Dir. Jaques Feyder.

Paragon mass. Rel April 15.

Passaporto Bosso (11) (New World). It's a hard life. Isa Miranda. Guide Arignone: 90 mins. Rel. Aug. 15. Rev. Sept. 9.

Passaporto Bosso (12) (New World). It's a hard life. Isa Miranda. Guide Arignone: 90 mins. Rel. Aug. 15. Rev. Sept. 9.

Porteuse de May 15. Rev. Muy 27.

Porteuse de May 15. Rev. May 27.

Porteuse de May 15. Rev. May 27.

Bargen (Sw) (Scandinavian).

Bagen (Sw) (Scandinavian).

Bagen (Sw) (Scandinavian).

Bargen (Sw) (Scandinavian).

Bauman 85 mins.

Rel May 15. Rev. May 27.

Brevienc, 11 (11) (Nuovo Mondo).

Marci (15) (Rev. April 0.

Boyal Vieltz (Ufa) (Ger). Court operetta, Will! Forst. Herbert Malsch. 80 mins. Rel. April 1. Rev. April 15.

Boyal Vieltz (Ufa) (Ger). Court operetta, Will! Forst. Herbert Malsch. 80 mins. Rel. April 1. Rev. June 10.

Boyal Vieltz (Ufa) (Ger). Court operetta, Will! Forst. Herbert Malsch. 85 mins. Rel. June 1. Rev. June 10.

Boyal Strike. Sub, La (14) (Nuovo Mondo) War propaganda.

Eters Sandavian. (Holla). Dramas. Lackstage musical comedy. (Walter Sept. 16: Sub, Dramas. Lackstage musical comedy. (Walter Sept. 16: Sub, Dramas. Lackstage musical comedy. (Walter Sept. 16: Sub, Dramas. Lackstage musical comedy. (Walter Mangasen). Marci (Ger) (Casino). Murder in a girl's school. Rafaelo Matarazzo. 85 mins. Rel. April 1.

Bethevet Men (Russ) (Amikino). Adventure in the Arctics. mov. 91. mins. Rel. June 1. Rev. June 24.

Bignora di Tutti, La (10) (Mctropolis). Heavy drama. Isa Mirande. Max Ophuls. 90 mins. Rel. March 15. Rev. April 1.

Bignora di Tutti, La (10) (Mctropolis). Heavy drama. Isa Mirande. Max Ophuls. 90 mins. Rel. April 1.

Bignora di Tutti, La (10) (Mctropolis). Heavy drama. Isa Mirande. Max Ophuls. 90 mins. Rel. April 1.

Bignora di Tutti, La (10) (Mctropolis). Heavy drama. Emil Jannings. Carl Froehitch. 105 mins. Rel. May 15. Rev. Muy 15. Rev. Muy 15. Rev. Muy 15. Rev. Muy 15. Rev.

Mello Test. 15. Rev. Sept., 16.
Rel. Geot. 15. Rev. Sept., 16.
Rev to Address
Harold Auten. 1540 Broadway.
Amkino, 723 Seventh Ave.
Bayaria Film, 489 Fifth Ave.
Casino, 260 E. 86th St.
Daublia, 729 Seventh Ave.
DuWorld, 729 Seventh Ave.
European. 154 W. 58th St.
Garrison Films, 729 Seventh Ave.
France-American, 66 Fifth Ave.

General Foreign Sales, 729 7th Ave.
Germania, 22-33 19th St. Astoria, L. I.
J. H. Hofberg, 729 Seventh Ave.
Inter-Continent, 50 E, 42nd St.
Kinematade, 723 Seventh Ave.
Jean Lenauer, 250 W, 57th St.
Martin Nosseck, 326 Adudbon
Metropolis, 260 Fifth Ave.
Scandinavian Flims, 220 W, 42d St.
John Tapernout, 126 W, 46th St.
Uta. 729 Seventh Ave.

Talk of Chi Exhib Reprisals Vs. Par Blows Up as Extra Clearance Fades

icago. Oct. 27.

a general exhi itor boycott against Paramount pictures by the independent neighborhood exhibitors has blown up, and the nabe theatres are now buying Paramount product along with the rest of the companies. Couple of the more burn-up exhibs had been parading film row with threats of a no-buy attitude against Paramount because of the actions of its circuit affiliate. Balaban & Katz, insisting on an extra week of clearance between the 30c and the 25c houses and the B.&K. demands for double features.

B.&K. has withdrawn its demands for extra clearance, and it appears that the circuit will not again seek to obtain this additional protection. Double features, however, are in, but instead of working against Paramount, it's really an advantage since the twin bills the exhibs are in a

out instead of working against Para-mount, it's really an advantage since the twin bills the exhibs are in a tighter spot for sufficient product to keep their screens alive. Particu-larly the smaller houses which make rey the smaller houses which make ur or five changes weekly, the rry houses which were burning at &K.'s campaign for extra spacing.

LYNCHBURG'S SABBATH TEST

Lynchburg, Va., Oct. 27.
tate's Sunday law is scheduled
for a test here Nov. 10 with Willis
Grist, Jr., city man ager for
Dominion Theatres Inc., the defendant on a charge of giving a show on
the Sabbath.
Case was a contracted.

Case was postponed from the September term because of the illness of Fred Harper, attorney for Dominion. With Harper still at death's door, the theatres have hired A. D. Barksdale to serve as his associate and handle the case.

Spectrums for Carolina

Watt Parker, Charlotte, N. C. exchangeman, has taken distribution rights to six Spectrum musical westfor the Carolinas, red Scott will starred in the

Conn's Reliable Studio

Hollywood, Oct. 27.
Reliable Studio lease passed to
Maurice Conn, head of the recently
organized Television Pictures. Spot
is being reyamped prior to move-in,
two weeks hence.
Sherman Lowe has been named
scenario_editor of Television.

Theatre Mgr. Slugged

Worcester, Oct. 27.
Robbers had a field day here during the President's visit last Wednesday night, and among the victims was L. W. Edwards of Bangor, Me, temporary manager of Regent theatre. But Edwards wasn't as badly off as he first thought. He told police at first that he was robbed of \$800 when attacked by a couple of thugs who were armed with clubs. The attack occurred after he had closed the house and he had been to his hotel house and he had been to his hotel

Next morni, however, he re-ported to the gendarmes that his loss was less than \$50 and that the other \$750 had been left in the pocket of another pair of pants in his hotel room.

Wilmette's (Chl) New 200-Senier Chicago, Oct. 27, Zoning law which has stood for 80 years in Wilmette, swank Chicago suburb, has been circumvented and a new theatre will shortly be erected in the township.

New house permit calls for an 800-seater to be built within the next si months.

Los Angeles, Oct. 27.
Wilshire theatre, 800seater nabe, is being constructed at a cost of \$30,000. Structure will is clude several store rooms and offices.
Emil Yumann, for many years identified with exhi ition in San Francisco and L. A., will operate on subsequent run policy at 25c top.

Crooning Cowhands

(Continued from page 2)

the only place left in the west where they punched cattle on open ranges as in the old days and put on a rodeo for those who punched the cattle, not for the 10%ers who stage

cattle, not for the 10%ers who stage them.

'We're getting so hemmed in down. Saugus way,' said the old cowhand from the Rio Grande Concourse, that I surrendered the other day and milked a cow, the last disgrace to a saddle solon. I understand these Victorville punchers go lower than that and try to milk steers.'

This last was a crack at Cal God.

This last was a crack at Cal God-This last was a crack at Cal Godshall who owns the Ihmsen Ranch, but is really the postmaster. At the last rodeo in the milking contest some ribbers unloosed a steer for him and the sheriff to rope and milk. The delightful hopes didn't spot the switch till they tried to milk the steer, while thousands 'I'd like to see that steer-milking done,' continued Mother Carey's chicken. You never see that at our rodeos around Saugus. Professional roundups, which are nothing more

roundups, which are nothing more than roadshows of traveling cow

trying to explain to his mother what dragged him 100 miles into the desert to see cowboys at an Elks pienic.

The more I told her, the more I got tied up in a lot of lariats. I told her these cowboys invite some movie stars who act as cowboys and then show them how cowboys work. First they build a big fence around a vacant lot and then they chase, a cow inside and then, a cowboy on a horse with a big clothes-line rides after the cow and throws a rope around the old gal's neck. Sometimes it seems kinda silly, because the cow has no place to go. If the cowboys would only wait a little while the cow would probably get tired and lay down anyhow. That way it would be easier to catch them with a rope, if that's all they built the corral for in the first place.

They have some cowboys who are so poor they don't own a rope and these ride after a cow and take a nosedive off their horse and grab the cow by the horns. A big crowd sits around and watches and cheers. They, cheer when the cowboy catches the cow and they cheer even-more when they miss.

Jim Tully, the cattle inspector of Toluca Lake, Hollywood, admitted it was hard to explain why Victor-ville could drag to a roundup people who wouldn't be seen dead at one in Madison Sciuner Garden.

one in Madison Scuare Garden.

Jim Tally's Tall Tale
T was trying to explain to Jack
Dempsey a couple of months ago in
New York why he should come west
for this show, said Tully. The beer
in Jack's place is very good and I
began telling him about the time a
kid named Jim Rogers was riding a
broncho named Frank Scully in the
Victorial acides and how Scully began telling him about the-time a kid named Jim Rogers was riding a broncho named Frank Scully in the Victorville rodeo and how Scully, the old humanitarian, hegan rooting for the horse and rooted so well the kid got thrown in two seconds, nearly breaking his neck, and Scully, crowing, Well, what did he expect? Anybody riding me is riding for a fall. And then we all learned that the kid was Will Rogers boy, fils mother learned the night before that he was going to ride and she didn't say yes and she didn't say yo. All she did was hurry from Hollywood to Victorville and hide in the 25c. seats and keep her fingers crossed, and the kid came out all banged up, but a prize-winner. That was the year Scully rode a horse named Hither and Yon, and it ran so fast, the ind blew one of Frank's legs off, and the sheriff pinched me for publicity, which is the first time I was ever pinched just to give both of us a break in the papers. It's a great show.

for publicity, which is the first time I was ever pinched just to give both of us a break in the papers. It's a great show?

Twe met the toughest horses and the kindlisest people, the wildest steers and the most hospitable citizens, the best ropers and the worst liars on earth at these Victorville rodeos, contributed Irvin S. Cobb.

I won't bring girls here anymore, cried. J. P. McEvoy. The place seethes with heroic young men and if you introduce them you don't see the girls anymore, and even if you don't let them meet, the girls are practically out of control for the rest of the year.

What Fred Stone, red Keating and others had to say wasn't caught by the inquiring reporter because

U. S. Supreme Ct. Affirms Permanent Injunction to Suits Vs. Erpi-W. E.

Historic Davis Theatre Pitt, to Take the Veil

Pittsburgh, Oct. 27.
Last days of the old Davis as a theatre is seen with failure of Warners to renew its option on the Smithfield street house. Site has reverted back to Oliver estate and indications are that it will shortly be converted to mercantle guidance.

dications are that it will shortly be converted into mercentile quieres. House was originally huilt by Harry Davis, veteran Pittsburgh showman, and for long time was one of leading two-a-day spots in country. Taken over by Stanley (WB) several years ago, it has been an in-and-outer ever since, first with vaudfilm and then straight pictures. Si 1934, Davis has been closed more often than open, last relighting i March following flood when it was only theatre in downtown section with power:

tion with power.

It kept open only long enough to permit Warners to relieve product jam caused by flood, and has been permanently closed since middle of

permanently closed surve.

Aprill

Last year there was some talk of N. T. G. converting it into a night club, with backing from local financiers, but that deal apparently fell through and Davis doom as an amusement center has now been definitely sealed.

SUDDEN DEMAND BY PIX FOR SQUARE-RIGGERS

Francisco, Oct. 27.
Several scouts from 20th CenturyFox and the Trem Carr studios have been here within the last week looking for old square-riggers to be used in pictures about to go into produc-

in pictures about to go into production.

San Francisco Bay, once a haven for these famous ships, failed to yield a single possibility. The bay is full of old hulls, but there isn't one craft which can stand rough water under its own power. The scouts have been ordered to Alaska in their search for suitable riggers. Star of Finland, which is the property of the Alaska Packers Co. was recently rented by Paramount. The ship was taken south for the production of 'Soulis att Sea, which co-stars' Gary Cooper, and George Raft.

Raft.

Metro went all the way to Glodcester for the Mariner and the
Spinner for use in Captains Coura-

\$160,000 Suit Over Fox Movietone Plane Spill

Movietone Plane Spill
Permission to examine Lawrence
Stallings and others connected with
Fox Movietonews, Inc., was given attorneys for the International Flight
Corp. by N. Y. Supreme court Justice
Shientag in connection with the
\$100,000 suit for breach of contract
and the wrecking of the plaintiff's
plane while under charter by Fox.
The date for the questioning of Stallings. Edmund Reek and Harry
Kuhne, also employees of the newreel corp and of Marion E. Grevenbedore trial of the action was
set for Thursday (29).
Plainti claims it chartered one of
its planes to the defendants in October, 1934, after latter agreed not to
land the craft on the open sea. Air-

ber, 1934, after latter agreeu no alland the craft on the open sea. Air-craft was engaged to pick up films of the assassination of Kinr, Alccander of Jugoslavia at Marseilles, France. Stallings had the films aboard the S.S. Washington.

Stallings had the ministry of the same when the same with the same was a same was a same with the same with the same with the same was a same was a same with the same was a sam

same amount for breach of contract.
Plaintiffs answer action by denial
of contract rsuch as plaintiff claims
and also contends International violated the law in chartering the plane
under certai itions.

these two feroclous Freds were out. In the arena doing stuff that died on them i vaudeville years ago, So were Cap Hardy and his daughter Kay, who did the sure-shot shooting in 'Annie Oakley.'

But none of them could take the place away from the McCar.

play away from the McCoy cow punchers. Or the grosses either.

Washington, Oct. 27.

Supreme Court Monday (28)
fused to remove legal barriers preventing Aleograph Co. independent sound-equipment manufacturer, from bringing further infringement and monopoly shits against Electrical Research Products, Inc., and Western Electric Co.

Denying Aleograph petition for reconsideration of prior litigation, highest tribunal laughed off allegations that refusal to examine the proceedings would give ERPI and W. a free hand to violate the antitrust laws and inflict further economic injury on indie equipment-producers. Although Aleograph promised there would not be a multiplicity of damage suits, U. S. bench decided to keep the injunction effect.

Tiff long-delayed aftermath of

effect.

Tiff long-delayed aftermath of infringement proceedings involving methods of synchronizing projection equipment which involved much the same issues as the Tri-Ergon case last year. Aleograph initially sued both ERPI and W.E. in Texas an lost, with the 5th Circuit Court. Appeals affirming both non-infringement decrees. ERPI then asked the courts to bar further damage cases and won a permanent restrainer.

courts to bar further damage cases and won a permanent restrainer.

The Aleograph argument was based on contention that indies are being driven out of business by the alleged ERPI-WE monopoly and that exhibitors are tied up by long-term contracts which cannot be broken except by Federal action to break up the conspiracy. Supporting this claim, Aleograph recited that now not more than 2,500 indie machines are in use and that number of ERPI-WE, projectors has jumped to 9,000.

BILLY GORDON CASTS LOEW-BROWN FILMER

Hollywood, Oct.

Hollywood, Oct.

Billy Gordon will east Dave Locv.'

When's Your Birthday?", first of Joe
E. Brown's starrers to be made by
Loew at Pathe studies. Gordon formerly was with Paramount.

Brown's picture is slated for Nov. 9 start, Harry Beaumont directing.

Fox, Detroit, Financing Now Being Investigated

Public Trust Commiss h. has launched investigation into original flancing of the Fox theatre and building in 1927 with mortrage bonds, which sold like 'hot carles' but which are now in default. Reorganization plan for property now pending in court.

Commissioner I. A. Capizzl seversly criticized—the—bond issue—and the bondholder; committee. He cited that, aithough the issue totaled more than \$5.090.090 on 55% lann on the cost of land and erection of building, these bonds were sold to public on assumption it amounted to only 61% loan. And furthermore, that some of the sr-called independent appraisals of the property were made by firms interested in the construction.

Elroy Jones, representing receiver, protested Capizzl's inferences and insisted that appraisal of the property excess of \$10,000,000 was equitable. He admitted, however, that during construction of theatre interest on bonds was paid with bond-holders' money. Before hearing was postponed until later this week, Jones declared work of bondholders fromey. Before hearing was postponed until later this week, Jones declared work of bondholders committee had kept theatre open.

'Maytime' Resumed

Hollywood, Oct. 27.
Robert Z. Leonard put 'Maytime'
iff work at Metro today (Tuesday)
under Hunt Stromberg's production

wing.
The Jeannette MacDonald-Nelson
Eddy musical was to have been
made by Irving Thalberg.

IT'S AN EPIDEMIC IN MPLS.

Minneapolis, Oct. 27.
Loop theatres have appealed for protection from high school students who have been crashing the gate and doing damage to and interior of the showhouses on Friday ni

is football ictory

26



ROUGH-HOUSE ROMANCE!

A singing cowboy... and a green-eyed heiress after his aria (and she'll get it if it kills them both) !

SPARKLING NEW TUNE HITS!

"Under Your Spell" "Amigo" "My Little Mule Wagon"... by Broadway's Rhythm Kings, Arthur Schwartz and Howard Dietz. Sung as only Lawrence Tibbett

can sing them!

ROOF-RAISING COMEDY! With the whole cast running wild!

Under

WENDY BARRIE GREGORY RATOFF ÅRTHUR TREACHER

Music and Lyrics by Arthur Schwartz and Howard Dietz

Down-to-earth fun and OH! WHAT BOX-OFFICE!

THE KEYSTONE

MUSIC HALL, N. Y.

MUSIC HALL, N. 1.
For 'Angles,' its current four-part presentation, the Music Hall is less lavish than usual in a seenic way, the condition of the current was a considered to make greater use of the theatrey manipulated rising stages and turntables are a fine replacement for the customary finery. Not that 'Angles' is skimpy.

Through the wealth of meshanical

the customary finery. Not that 'Anglea' is skinnyy.

Through the wealth of mechanical gadgets back of its footlights, the Music Hall is enabled more than any other theatre to compete with pictures in the presentment of stage tricks. This was never more clearly illustrated than in 'Squares', opening number, of the cutrent bill, performed by Nicholas Daks and Anthithe as mixed that the siril dancer are alop a masked box, to feet square or thereabouts, which starts at stage level and rises to a height of perhaps 20 feet as the seene progresses. During an ensuing modernistic routine by the ballet, the team slipe into the interior of the box, unobserved until the inside is lighted up. It's a simple trick, well done and distinctly novelty stagistics in Thrangtes, with its Second tem is Triangtes, with its

terior of the box, unobserved unuite inside is lighted up. It's a simple trick, well done and distinctly novelty, staging.

Second item is Triangles, with its theme set in 'one' by Robert Weede singing a special number, credited to Maurice Baron and Albert Stillman, anent three-cornered domestic affairs. The sodig is no knockout, and much of the lyrig' is lost in this theatre, but enough of the idea is shoved over to make what follows a sheart of the lyrig' is lost in this shoved over to make what follows a threatre. The idea is husband, wife and boy friend in angle dancing fashion, and perhaps pretty good to those who like that kind of dancing. But the old time apache, which tells just about the same 'story,' has it licked for action and suspense. There is something enjoyed by this threesome that the apache trios never had, however, and that's surpersistent of the control of th

EMBASSY, N.Y.

EMBASSY. N. Y.

(NEWSREELS)

Football takes precedence over everything takes precedence over everything takes precedence over everything takes precedence over the property of the football may excuse the Emb from giving the patrons so much. Even if a person isn't a grid fan, there's so much action in the pissin stuff that it's entertailing. There's plenty of room for issing, applauding and steady of the proposed of the proposed that the proposed is a proposed to the proposed

country's leading games and there should always be room for them here.

Fox and Pathe trademarks are in front of the Landon-Roosevel!

Fox and Pathe trademarks are in front of the Landon-Roosevel! truggle for a White House lease of four years. Fox first takes its audicates, Landon's simple Tooled abackground contrasting strongly with Landon of the trademarks of the two candidates, Landon's simple to the Landon, and the secretary of the Landon, and the secretary from speeches of both candidates on vital sues; goes to the man the street for his vote. The reel, impartially presenting the material, has done an excellent job of it.

With the landon of the l

football games, latter being saved for the close. An Illinois husking the california rodeo, a doughnut and a California rodeo, a doughnut and a California rodeo, a doughnut and california rodeo, and livestock show in Kansas City and kid wrestling match are typical of the higher-weighted material.

Of international interest are preparations of England to control combating the control of the contro

DRURY LANE, L'VILLE

DRURY LANE, L'VILLE

Louisville, Oct. 23.

Second week of straight vaude at this 1,009, seath house shapes up much better in all departments. First, the acts are a few degrees better than those gracing the opening bill; a new mc. in the person of Eddie Brown keeps the pace accelerated and carries the show over the slow spots and the strain of the person of Eddie Brown keeps the pace accelerated and carries the show over the slow spots and the strain of the person of the person of the person are straingement will necessitate the acts working five shows a day, which precipitated a near walk-out on the part of the performers just before opening. Friday (23). Situation was cleaked up, however; and show ran smooth at the person of the performers in the training the strain of the performers for the radio bill-best of the strain of the radio bill-best of the strain of the performers in the radio bill-best of the strain of of the

closing with a three-night sense proceedings with a three-night selfs the turn.

Line of 10 girls deliver a nice-routine, which is duplicated on two subsequent appearances. Gale are fresh and register their best effort in sequent appearance in the second of the second

of color and some dextrous nandling of the hoops.

A midnight show is scheduled for Saturday night, but management plans to discontinue this after the current week. Bouse about 1-12 (11) at first show Friday (22). Hold.

TOWER, K. C.

Kansas City, Oct. 23.
The economical practice of taking on an amateur each week to pad out the bills is a boomerang this week when the tyro, a rone twirler, spotted in the flash finale, boots his big south. Lad also woods his regular south.

KEITH'S, BOSTON

This week's offering is a combination of girlle-costume flash that has been so successful at this stand, and a sprinkling of standard vaude acts. The girlle angle outshines the specialities, in most instances. Exception-long and Irish songs in the next-to-lose spot. Rated as a local lad, Downey really has a big friendly following here, so to say that he is clicking in this show is hardly news. Some of his best bets: Star Out of Heaven, 'Did I Remember?' When Did You Ecave Heaven?' This Bendured as a unit under title of Scandals of 1937,' the show is m. c.'d by Lucien LaRiviera, who proved his worth in a similar capacity in last season's. Keith-produced Folies Comiques. From officide he lends good effect in his tagines on the costumes in the walk-around numbers. Two outstanding numbers are the opener and a South Season's here in the substanding for the substanding of the substanding the substanding of the substanding the substanding of the substanding the subst

STATE, N. Y.

With Tommy Dorsey and his band in the clasing spot, this upper crust of swing time combinations should help lead the b. o. into a very satisfying pace, towed by 'General Died at Dawn' (Per). The State has a rood show which nacks a solid laughting midriff and beens attively enough without a handicap in Allen and Kent.

This simulating sister and brother and the control of the serving midriff and beens attively enough with the old-timer couple the program with the old-timer couple the property of the serving with the old-timer couple the property of the serving with the old-timer couple the property of the serving with spoint the strong with the property of the serving with the serving with the property of the serving with the serving with the serving with the serving with the serving the

ROXY, N. Y.

uncares. Landon's simple Topeka background contrasting strongly with Robsevell's far more arisfo-cratic Hyde Park home life. The applause is mostly for the President. It be boss mostly for Landon, as mostly for Landon, as indeed by Friday night's dropper-inners, here. Pathe ponders who will win and, after excerpts, from will win and, after excerpts, from speeches of both candidates on visit for his vote. The real, impatially presenting the material, has done an excellent lot of it.

In the boss mostly for the President, the boss mostly for Landon, as it will win and, after excerpts, from the previous construction of the weeks mostly from the previous firmers, here. Pathe ponders who will win and, after excerpts, from the previous firmers, here. Pathe ponders who will win and after excerpts, from the previous firmers, how, but still potent it is a wain backboned with the manner currently. They bring, the belt, freed over from the previous out of the sevent for this section, the will as a whole is deserved out show, but still potent it the boss in a more workmanlike instance and foot the sevent for this section, the manner currently. They bring, the sevent for this section, the manner currently. They bring, the sevent for this section, the most time flash and the sevent in the street flash and the section into the common for the weeks from the flash and the limit is a whole is deserved to this section, the still is a wain backform the both will be been introduced to the week flash and the section that the both of the working at first against the foots, but the working at first agai

girls, this time in ankle length black costumes, doing a figure, while the trio sings. Then they produce puppet figures and work the cords for a puppet dance, which presently goes to a dark stage with the puppets in luminous costumes, an effective and well handled bit.

Novak and Fay next for some burlesque dancing and hand-to-hand stuff which gains laughs in ite of three or four questionable bits. Then into the ice act, with the acrobats doing a not too funny builinghting bit on skates. Other specialists retained from last week, and it adds up a diversified and showy closer, though not many of the girls have yet learned to glide on the ice substitute. stitute.

yet learned to glude on the ice substitute.
Feature is 'The Magnificent' rute' (U), with Russ Brown doing the news comment. He has smartened his style since the initial week. Also shown are Universal News, a Bert Lahr comedy, a scrap book reel of animals and Through the Mirror', a Mickey Mouse with a Silly Symphony production, value. Entire show just shaves three hours. Business excellent.

Chic.

MICHIGAN, DETROIT

Michigan, Detroit, Oct. 23.

No marquee strength here currentify to bolster up weak: Walking on Air (RKO) but nevertheless a good and the strength of the stre

light is Olive's ballrooming turn with Shaver. Whole act, however, runs a little too long.

In the closing ong Barto and Mann, the long and short of the male specie, contribute a wad of comedy and have to beg off. Show has no settings, which works handicag on several of acts. M. C. duties are handled by the contribute of the console acts. M. C. duties are handled by the console of the console console of the console of the

PARAMOUNT, N.Y.

With Big Broadcast of 1837 (Pan) on the screen thickers of 1837 (Pan) on the screen thickers of 1837 (Pan) on the screen thickers of 1837 (Pan) on the screen the screen thickers of the pit except that the orchestra booked for the in-person work should not consider too much with Benny Goodman's outfit in "Broadcast." Massachent hit upon a happy find in the Clyde Lucas orchestra, a versatile organization, which, while doing some swing, has a lot of other material for contrast, with what the screen offers.

grganization, which; while doing some swing, has a lot of other material for contrast, with what the screen offers.

Firstly, it wasn't necessary to give sem something outstanding in the pit like last week's show or the Rudy Walkee band act that's slated as next was a standard of the standard shows a standard shows something about hammer, ing a xylophone.

In addition to the Mexican standard shows something about hammer, the band sets itself apart from swing "Leibestraum, played rather well by seven violinists. The closer is "Organ Grinder's Swing," which includes singing bit by Lucas. Show this week also comprises Don Baker at the organ, the usual Farn News release, and two shorts. Pathe.

Busines shirts a standard shows thus shorts. Thursday shirts.

Pathe.
Busines

ORPHEUM, MPLS.

Minneapolis, Oct.
An ordinary five-act vaudeville
bill is given unit show embellishment here this week by havi

dancing line for trimmings in two
of the numbers in addition to pre-

in the interest of the content of th

LOEW'S MONTREAL

LOEW'S MONTREAL

Montreal, Oct. 26

Tats' Waller and colored 12-piece
band, with six acts, opened to good
attendance yesterday (Friday) and
had good houses beer weekend,
Pats' mtros acts and ripples on
piano through all of them with occasional ado. Band opens hot, then
sides into smooth effects soloing
each instrument in turn and gets
immediate applatuse.

Hard Times' Burton, introd as
laziest man on earth, garners laughs
from start or gars and ultra slow,
stepping, Deuce is and white, who
willer at piano.

Burnham of earth, garners laughs
from start or gars and ultra slow,
tall pinnard solo and teams with
waller at piano.

Burnham, Harry and Scott, in the
trey, come on in tails and tophats.
Mutual ribbing, and clowning and
sat stepology put them over. Joyner
and Williams, patter act, in the
fourth, is another tiginathe auditors
liked. Team ends up in a clowning
fight with soutlights whirling and
rezors out. Emmet Matthews closes
6-minute show ing band theme,
Keely the Second' (MG) on screen.

show Smilin'.

Keep on Smilin'.

'Keely the Second' (MG) on screen.

Lane.

Casinos' Gross

(Continued from page 1)

eral. tready the class niteries' ef-fect on musical shows has been noted, considering that they hand out flashy entertainments plus food and liquors, with two dance hands, for what is normally the price of

and liquors, with two dance bands, for what is normally the price of theatre admission.

Last week the French Casino grossed an estimated \$58,000, probably its record high; \$50,000 takes have not been, unusual. Miami Casino has averaged around \$40,000 a week for its eight weeks. London Casino's gross is similarly around the \$2,500,000 annual mark.

Julier Shapiro-Harring & lumential-Clifford C. Fischer syndicate, in control of the Casino ground the Vanching out into dramatic production with an elastic bankroll for lo plays, of which James R. Ullman will do fout, D. Doran, Jr., four, and Richard Hernden two. So far Ullman has mounted three and Doranoe. All had week, receptions, with two prompt folds. Seen But Not Heard and Laughing Lady' are still current, but bo, weakies. It's no secret that, with its excess profits, the French. Casino syndicate branching out into other show chainels, Cliff Fischer is the Paris and N. Y.

channels, channels, channels, channels, chief is the Paris and N. Y. comprises the usual way shorts, and a Betrelease by duced and imported from Originally the Music Corp. America was also in on the syndicate them to bow out.

CALLING ALL SHOWMEN!



HE CAME TO HIS JUNGLE BRIDE AT DAWN...TO SAY "I LOVE YOU"!



Every rose-colored jungle dawn brought a new adventure for Tarzan's jungle bride. No wonder Jane laughed at her London friends who tried to lure her back to civilization with gifts of silken luxuries...when she had everything that love could give...in this heroic protector . . . her Adam of a jungle Paradise!

NOTE: It's all It's all DIFFERENT!

Never such thrills on any screen as these most amazing of Tarzan adventures!

SEE the mighty Tarzan battle single-handed a man-eating croco-dile!

SEE the giant vulture bats swoop from the sky in a vicious air attack

SEE the wild elephant horde ede to Tarzan's call!

SEE the treacherous quick-sand River of Death!

SEE the Jungle Honey-mooners at the Pool of Romance.





The Lion Charges! Mighty Tarzan has the strength of a dozen wild beasts!

cters created by Edgar Rice Burroughs . Directed by RICHARD THORPE A METRO-GOLDWYN-MAYER PICTURE

Ple ASURE TO EXPLORATE TO THE ASURE TO THE SHOWN AND THE BOTH TO THE SHOWN AND THE BOTH THE SHOWN AND THE BOTH THE BUY I THE SHOWN AND THE BOTH THE BUY I THE SHOWN AND THE BOTH THE BUY I THE BUY I

ACAM's previous farm hirs. And here's the greatest of them all.

Weismule to what ac' says Los Angeles

Westerns and surpassing it. says Los Angeles

Wey Reported to Farm to Farm a distribution to what ac' says Los Angeles

Wood Reported to Farm to Farm a distribution to the says and the says and surpassing it.

Wood Reported to the following of is a define a bout to the says and the says are says and the says and the

Film Reviews

OKAKOS DROMOS

(Continued from page 15)

ment it is not half-bad as an initial ment I is a second of the picture's main flaws can be traced to the fact that it is the rst effort at making the actors

oducers made one grievous

was plenty risque as turned over to the scripters. And they failed to tone it down, Consequently, the N. Y. censors did it for them. Something like 900 feet of film was clipped. The cuts are all too obvious, both in action, plot and dialog. istributors here filled in the gaps, with judiclously worded the gaps, with indicators worded sub-titles both in Greek and English. Attempt has been made through this medium to change final portion of the story even to the tag line, which insists, 'The Wrong Road is Harmful.'

Despite these deletions, some of the original vigor is retained, particularly the more humorous lines. Judging the picture as censored, it is apparent that the shears were wielded just in time in several instances.

apparent that the shears were symbol to the shear's were videnced just in time in several instances. There were evidences throughout that the director was not exactly. There were evidences throughout that the director was not exactly sure what methods, should be employed to bring in dialog, where to spot his artists and how much action should be sacrificed for conversation and slapstick by-play. Apparently the dialog was not only grisp but laugh-provoking, judging from audience response. Old artifice of having plenty of music sounding in the background indicated that the producers were playing around with sound for the first time. Marian Kotopouli and Kyveli, two Greek actresses, have the starring roles. Kotopouli is purported to have appeared on the stage of th



IF YOU USE THEATR I CAL AND CINEMA S MAKE - UP

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THE LONELY TRAIL

Republic release of Nat Levine produc-tion. Stars John Wayne. Features Ann Kuttierford. Directed by Joseph Kane. Natterord, from original by ccondition. Natterord, from original by ccondition. United the Condition of the Condi John Wayne
Ann Rutherford
Cy Kendall Snowlisk Bob Kortman
Manmy tta McDaniel
Governor Ban Flint
Governor Sam Flint
Governor Sam Flint
Horcil Xakima Canutt
Fucier Lioyd Ingraham
Horcil Xakima Canutt
Fucier Lioyd Ingraham
Mayor Jaines Marcus
Capit, Rodney Hildebrand
Danneel Lioyd Burgen Jackson
Troopers—Jack Kirk, Jack Ingram, Dud
Fope, Fer Prichp, Trey Larne, Ciyde
Konney, Usanes, Ciyde
Konney, Lanes, Lanes, Ciyde
Konney, Ciyde

Two westerns can be remembered as furnishing audiences with acting. This hardly, sets a precedent in the pic art but does furnish a lively celluloid accounting of the post-Civil War days of ripsnorting Texas. Wayne is his usual good-looking, erect-tiding self but never impresses strength of its story, and action film should carry its portion of spili programs. Wayne, a discharged Union soldler, finds his way to a homeland that is overrun with corruption and oppression. by Yankee carpet-haggers. His own method of beating the time of officially sanctioned that is overrun with corruption and oppression by Yankee carpet-haggers. His own method of beating the time of officially sanctioned that is overrun with corruption and oppression by Yankee carpet-haggers. His own method of beating the time of officially sanctioned from the state of the baddies might be a little tough for the baddies might be a little tough for the baddies to take and still retain their cinematic illusions, but there it is in black and white—and, anyway, John Wayne never lets em down with a silent gun or an idling nage.

Climax has the Gorvenor of Texas as the influriated ranchers and farmers are hell bent on their own private rebellion to save Wayne from slaughter.

Not overworked story will undoubtedly help in spots as will the abundance of fireworks. Direction transcends the usual ruttle most indicated the care to be said for the title selection. The west coast seemingly is not only short of material but is more lacking in understandable tags. The roads traveled throughout and a state of the title is all that is lonely.

Leon Lord

FRIESENNOT ('German Destiny') GERMAN MADE

GERMAN MADE)
Dolta Flims production and Klans-Flim retease. Peatures Friedrich Kayasier. Josephrog and indigitont Directed by Werner Kortwich and Peter Hagen; music, Walter Gronostay. At Tobla, N. Y., week Oct. 23, 36. Kunning time, 102 minutes. 33, Kunning time, 102 minutes. Kayasier Kathrin Warner. Heiene Fehderer Konlessay Tachternoff. Lakilinoff Klaus Niegebuell. Hermann Schomberg Das Macchon Mette. Jesse Vibrog Klaus. Niegebuell. Hermann Schomberg Donrte-Niegebuell. Her Mal Mooller Ontic Line. Kal Mooller Ontic Line. Kal Mooller Ontic Line. Martia Kleipfer Frau Winkler. Martia Koppenhoofer Frau Winkler. Martia Koppenhoofer Frau Winkler. Martia Koppenhoofer

(In German)

CINEMA

This Teutonic picture, full title of which is 'German Destiny on Rusman Soil, is a heavy dose on proper and soil, is a heavy dose on the portrayals, but it wallows in words and finally is engulfed in a sea of misdirection. Megging undoubtedly is weakest part about this film, Authors have tried to give a cross-section of Russian persecution of German families who migrated to Russ soil centuries ago. Red army brutality is stressed. Overhearing attitude of troops taking possession of Teutonic settlement is given full of the proper and to the amate to proper and the prop

so many femme blondes in the cast it is difficult to keep her spotted. Herman Schomberg and Kai Moeller contribute the other heavy dramatics. Photography is okay. Slipshod direction is shared between Werner Kortwich and Peter Hagen.

This may be liked at some German-language houses, though its length and absence of comedy are drawbacks. Wear.

Foreign Scribes

(Continued from page 3)

lands. Exchange and standards gen-erally keep them from putting up in Hollywood front commensurate with their real importance the

with their real importance the home market.
Padding out bankroll is usually urgent necessity. Some 25% of f.c's go for bit and extra work on screen, meeting with disapproval of Hays Office and studio publicity heads. Claim of studios is it is difficult to get stars' respect for interviewer noticed day before in mobsessee on its.

viewer noticed day before in mosseene on pic.

Accusation also is that some f.cs.

Accusation also is that some f.cs.

try to black-jack &irectors into giving them work by threatening bad publicity. This, however, has completely disappeared since code of ethics and self-discipline put into effect by Foreign Press. Society organized last year, F.cs. who continue to act are fairly well established bit or part players.

Other By-Products

Other By-Products

lished bit or part players.

Other By-Products
ther means of padding bankroll include technical advising, scenario and novel writing, ghosting, translations for studios, work in tourist agencies, linotyping, practice of law, story-agenting, studio-reading, radio-transcriptions and, tutoring.

Well organized into Foreign Press Society, keeping peace and ethical conduct among themselves, even though unrecognized by studios, Ic's have gained much respect in industry during past year.

Last January Le's called attention to themselves by distributing certificates of merit to best films, direction and acting of year, and plan similar stunt for coming prize period.

Chief problem of group is that while conduct of individuals can be regulated, collective bargaining with employers is impossible, with papers strewn all over, the world, and conditions alike in no two countries.

Other notable fact is that while Hollywood used to be in-between place for foreign fournalists, testing-ground for youngsters and exile for oldsters on decline, it now includes many noteworthy journalists here by choice, and retaining big name at home.

Also added are several prominent

choice, and retaining big name at home.

Also added are several prominent figures exiled from their countries (Germany, Austria, Italy) through political upheavals of last few years. Latter are worse off than rest, having to write for makeshift exile pagers in Paris, Prague, Stockholmpagers which are on the rocks half the time or fold just when the f.c's string is long enough to pay a-lot of pressing bills.

Foreign Press Society, which ganized emergency self-help fund when it was started year ago, has not yet been called upon to aid any of its members. Society now includes 45 out of some 54 f.c's in Hollywood,

CONNELL'S BAD CRASH

Washington, D. C., Oct. 27.
Robert Connell, one of Universal's ace cameramen from Hollywood, was seriously injured here while taking scenes for 'Going Places,' U short subject series. Suffered broken pelvis and ribs and internal 'Injuries. He was traveling, to location in a taxi when struck by another cab.

The one in which was riding turned turtle, and Connell went to the Central Emergency hospital.

GERHARD'S FIELD JOB

George Gerhard, of the RKO home office publicity forces, has been placed into a new post, that of contact man with daily newspapers throughout the entire country.

He will be out in the field most of the time visiting dailies, to check on whether they are getting proper vice, and on individual publicity or other needs.

EXPECT OF PATHE REPORT

Regular monthly meeting of Pathe Film Corp. direct Film Corp. directors is scheduled for roday (Wed.). Aside from routine matters, the directorate probably will be handed the latest financial report for approval.

This statement is expected to show a subst: I roft for the period which major portion of the

Propaganda Pix

(Continued from page 3)

although cold-shouldered by many

although cold-shouldered by many exhi itors; commerce department's release of Commerce Around the Coffee Cup." which received varying welcomes from theatre patrons; and Works Progress Administration's tie-up with Pathe, which requires insertion of government, propaganda in regular newsreels.

With more than a half-dozen agencies using film on a rather wide scale, adoption of celluloid propaganda methods has been questioned repeatedly. While no kicks have been made about the effectiveness of educational reefs turned out by various branches, justification for growing expenditures often has been debated and nature of pix frequently has brought attacks.

Currently the Agriculture De-

bated and nature of pix frequently has brought attacks.

Currently the Agriculture Department, largest federal film sponsor, is spending around \$80,000 annually for ix which are loaned to farm organizations and used in extension work. Interior Department has been turning to films to publicize the national parks; social security board has just brought out a short explaining the history and outpose of unemployment and oldage insurance program; commerce department is contemplating production of more films for trade promotion; resettlement administration has standing contract with Pathe for undetermined number of shorts. Federal housing administration made lavish use of films during the past two years and other agencies have turned to celluloid on various recent occasions.

Albany's 5,704 Theatre, Biggest Outside of N. Y.

Biggest Outside of N. Y.

Albany, Oct. 27.

The finest theatre outside New York is the way COI. Frederick Stuart Greene, state superintendent of public works, characterized the proposed 5.704-seat theatre-of-Ai-bany's \$12,500,000 World War Memorial on Capitol Hill, when he made public plans for the structure which is so occupy a square block facing the state capitol.

The sheatre, seating 3,136 persons on the first floor, 1,304 in the first balcony and the same number in the second balcony, will have a movable-main floor for use during conventions and other public gatherings. A pipe organ will be installed.

Two floors below the street level will be used for garage purposes, space being provided for 552 cars. President Roosevelt's visit to Albany brought forth the statement from Governor Lehman that the President is flavorably disposed toward allotting some \$4,000,000 in FWA funds toward the project. Arrangements have been made with New York bond firms to float \$8,000-000 issue to provide the balance of the funds needed.

Nell Shipman's Niece

Hollywood, Oct. 27.
Gwynne Shipman, 19, niece of Nell Shipman, star of silent, pix, is playing opposite Bill Boyd in Harry Sherman's second Hopalong Cassidy feature in the new series, Trail Dust.

Actress spent 15 months i mount stock.

SPECIAL KIDS' **MATS A BREAK** FOR SERIALS

Manufacturers of serials see an impending boom in their field due to the recent upsurge in special children's showings around the country. Move has been especially noted in New York where a number of cinemas have put in children's shows.

cinemas have put in children's shows on Saturday mernings, generally consisting of shorts and a serial. Only producers of serials on a sequiar scale. Universal, Republic and Weiss-Mintz each of whom has a schedule of four yearly. Latafer is contacting picture houses with the notion that children's showing of this nature are a break since shorts are free—meaning that they are used through the week and can be piled up for this showing, only additional film rental expense being that paid for the serial.

GOSS SUCCUMBS TO **AUTO CRASH HURTS**

San Francisco, Oct. 27.
Funeral services were held here today (Tuesday) for Sterling Goss, 29, assistant manager Paramount, Frisco, for past three years, who died Oct. 25 from a fractured skull and crushed chest sustained as auto accident Oct. 24.
Goss. was returning from the Stanford-UCLA football game when he was thrown from his machine in an auto smashup.

auto smashup.

He is survived by wife, mother and two brothers.

MG Lens Chores

Hollywood, Oct. 27.
Metro made three important camera assignments last week.
Oliver Marsh was transferred from
After the Thin Man' to Maytime.

Bay June, who recently finished Born to Dance, went to Thin Man, and George Folgey will lens Parnell.

STATE, ITHACA, ROBBED

burglars last week jimmied a rear door of the State here and made off with \$300, £? days zeipts. One of the burglars is believed to have concealed himself in the heatre at the last show and then assisted a second to enter later. Evicence of a car having been driven to the rear entrance was found by police.

RKO's House Organ Setup

The Hollywood Review, national house organ of the RKO theatres; is to be edited in the future by the theatre exploitation division and its circulation extended. In the past, actual editorial supervision was not centralized. Publication comes out monthly

monthly.

Blanche Livingston, exploitation chief for RKO circuit in N. Y., is to be editor.



THE BOY WITH THE X-RAY MIND

JUST CONCLUDED

NEEKS AT THE PARAMOUNT

NEW YORK

FIRST ENGAGEMENT—10 WEEKS SECOND, BY POPULAR DEMAND, 4 MORE WEEKS

OPENING OCT. 30, MEMORIAL, BOSTON

Exclusive Manage MILTON BERGER CHAS, YATES OFFICE "Bige," VARIETY—
"Mogul has the most impressive
routine of 118 kind that Broadway
has seen since Anna Eva Fay."
"He's terrific," Ed. Sullivan, NEW.
VORK. NEWS.

HELEN CHARLESTON

PARAMOUNT THEATRE





STARTS WHERE THE OTHERS STOP

The love story women have been waiting for

A DRAMATIC THUNDERBOLT



CONSTANCE BENNETT MONTGOMERY OSCAR HOMOLKA

EVERYTHING IS THUNDER

Only Two Money-Making Poets Edgar A. Guest, through wire syn-dication, and Arthur Guiterman alone are regarded as having made the writing of verse a good commerthe writing of verse a good commer-cial proposition among the versifiers. Almost all the others do it avocation-

it may have.

Thus, Ogden Nash has advertising agency background; Dr. Elias Lieberman, recently inactive but formerly ite prolific, is now a Brooklyn igh school principal; Newman Levy

igh school principal; Newman Levy is a N, V, attorney; Arthur L. Lippmann also in the advertising agency business and besides capitalizes his penchant for lyrics through fashioning special song material for nitery entertai ; Berton Braley, is one of the fuw who seem to 'rely on his verses almost wholly; Guiter, mann, past 60, augments his printmann, past 60, augments his print-er's ink efforts with lecturing; J. P. mann, past ou, augments in s printer's ink, efforts with lecturing; J. P.
McEvoy, one of the pioner greeting car versifiers, has long since
graduated into important literati and
follywood money in fiction, etc.;
Margaref Fishback (with Nash, another New Yorker geular contrib)
is with Macy's advertising dept.
Lippmann, who has been contribing
to Life, Judge and Sateveport since1924, at one time used four bylines
in Judge—his own name, his Initials.
Cyrano' and Hugh Wood.'

But at \$1 a line average, none of
the roundelayers can enrich the U. S.
Internal Revenue Dept, particularly
when income tax time rolls around.

Costs of World Flights

Costs of World Flights
Leo Kieran the N, Y. Times,
which originally thought up the
round - the - world - by-high-speedtransport idea, did if for \$2,363 in
fares. This included most meals and
lodging, but not pocket money, Most
expensive of the world flights was
that of Herbert R. (Bud) Ekins (N.
Y. World-Telegram), who stated on
his return that the trip could be dulicated for about \$5,000. Ekins is
now on tour, and will visit every
city in which there is a ScrippsHoward paper.

city in which there is a Scripps-Howard paper.
Dorothy Kilgallen of the N. Y.
Journal spent about \$3,500 on the trip, as she chartered special planes en route. She tried to beat the cross-country record by chartering a special plane from the Coast, but, though she failed to do she id-beat Kieran into N. Her father, James Kilgallen, few in with her. Miss Kilgallen, being handled by the William Morris office for pic-tures and personal appearances. No deal as yet.

Aniae Censorship Tee Stiff

There is a strong move afoot be important book societies in Australia, to have the government overhaul the present methods employed in book censorship. All the books so far banned in Australia have been published in England and America and include works by such famous authors as Huxley, Joyce, Hemingway and D. H. Lawler.

Anzac authors, including Norman indsay, are up in arms at the government's censor, and say it is time some drastic steps were taken to stop the present method employed in the censorship. Some time ago it was amounced that the governments would ease the regulations, but instead the regulations' became stricter.

ter. has been pointed out that Ausi permits crime pulps to flood country, but nixes the works of

Bell's Peculiar Accident
Lisie Bell, book critic on the N. Y.
Herald Tribune, stepped from his car
in 'front of his apartment house in
East 60th street, N. Y. and heard is
crackling An hour later, in
great pai a physician was called,
and x-rays disclosed the left leg
broken in two places. He's at Misericordia hospital.
Bell is a Freelance writer who once

Bell is a freelance writer who once made a living i Paris for two years selling editori paragraphs vica-riously to American newspapers. He also does Sunday spreads for the also does Su N. Y. Mirror.

Time's Coast Laborers
Joseph J. Thorndlike, one of Time
mag's associate eds, is in Hollywood
making contacts for mag's new weekly picture publication, which probably will make its appearance new will make its appearance

month.

Peter Stackpole, Time fotog, probably will remai in Hollywood permanently to keep mag supplied with

U Seeks Pepys'
W. P. Lipscomb and Universal arc huddling over purchase of his orig, The Life of Samuel Pepys,'
Studio wants it for George Arliss starrer.

Medical Mag Buys Fiction
First fiction copy to be accepted by the American Medical Journal is the Test Tube Baby,' by Sam Fuller, Studio wants it for George Arliss starrer.

Come-On

Baltimore, Oct. 27.
At monthly meetings of the Baltimore chapter of the Newspaper Guild, case of whiskey is raffled off.
Stunt is used to stimulate attendance.

Cheaper News Transmission?
Of likely future use in newspaper
wire services is the apparatus recently developed in the U.S. Bureauof Commerce which transmits typed
messages through the air without
use of any wires; done by radio impulses, typed matter is picked up at
any istant point, machines
closely resembling those used in recroption of telegraphic messages. Cheaper News Transmission?

closely resembling those used in reception of telegraphic messages. Two engineers in the Bureau of Commerce, J. C. romods and W. C. Jackson, developed the apparatus. Government has just installed tem between Baltimage and Washington for departmental communications, with plans now going ahead for widening scope of its use to include whole country. U. department message sending has in past exceeded \$1,000,000 year cost; new gadget much cheaper to operate.

English Buying Papers American newspapers and maga-American newspapers and magazines are in great demand in London, where they sell out quickly to a populace which is avid for news of the alleged romance of its King Edward and American-born Mrs. Wally impson. The last two issues of Liberty mag have been banned by the censor because they contained remarks which were said to be "offensive to King Edward," but no other instances of suppression have been reported.

At a recent meeting of the British News Proprietors it was decided that the divorce would not be reported in the press. Many English reporters who cover the case for the information of their editors were annoyed at the muzzling and are said to be helpzines are in great demand in Lon-

the muzzling and are said to be help-ing U. S. correspondents in report-

Clem Yore Dead

Clem Yore Dead

Clem Yore, writer and naturalist, died at his home in Estes Park, Colo, after apparently having recovered from an illness of two weeks. Born is t. Louis, educated there, practiced law and then entered newspaper work. For seven years, he was the editor of the Chicago American atter working on papers in Seattle, \$1, Louis, New York and San Francisco.

cisco.

The author of 20 novels, two books of verse and 600 short stories. Your devoted much of his time to writing and study in Estes Park, where he had been justice of the peace for several years. In addition to his wife, he is survived by a daughter, Mr. Juanita Farris, of White Plains, N.Y.

Vanderbilt's 50G Guarantee Cornelius Vanderbilt, Jr.'s new deal with Fulton Oursler, editor of Liberty, is for five years guaranteeing him \$50,000 a year for a 10-part, serial and six features per annum. The first year will see at least four special stories on the coronation of King Edward of England, which Vanderbill will cover for the Maccaldon stores.

Vanderbilt will cover for the mac-fadden weekly.

Vanderbilt's new roving reporter column (daily) of 500 words is al-ready set 285 oapers the George Matthew Adams syn

Full Course on Publishing

Full Course on Publishing
Book and Magazine Guild now organizing the second of its of
courses in N. 21, on
magazine industry. It is open to the
public and covers almost all phases
of publishing. Robl. Josephy is in
charge.
Courses cover preparation of copy,
editing and proofreading, book producti , magazine production and
designing, printing, typography,
culation and promoti publicity
advertisi typography and copy
writi

Random's Reprints

Random's Reprints
Random House has organized a reprint branch to be called Carlton
House, beaded up by Lew Miller,
formerly sales mgr. of Garden ity
Publishi Co. Six titles will be
placed on sale at once.
Four competing firms, Harcourt,
Brace, Macmillan, imon & Schuster
and Random House are jointly advertising their ropri

Coronet's Debut

Coronet's Debut
Coronet, out last week for the first
time, is an attractive new pocket size
monthly mag containing features,
color cartoons, reproductions of
works of art, photographs and some
faction. Of its 196 pages nearly 100
are pictorial. It's another David
Smart publication (35c.) and in effect
a miniature Esquire which obviously
hopes to compete with Reader's Digest though none of the material is
reprint. Arnold Gingrich, editor of
Esquire, does this job too. William
H. Weintraub, co-publisher of Esquire, is not in on this venture.
Idea was carefully kept under the
haf unfil advertised the week before
publication. This was fairly easy to
do as so much material had accumulated for Esquire that publishers id
not have to go into the market. Of
the four fletion pieces used three
were on hand. First issue has numicrous name writers familiar to Esquire, readers, including Paul de
Kruif, Clyde Pangborn, Louis Paul,
and Fred C. Kelly. Cartoons are
mostly by Campbell, Shellhase and
Buddy. Paul Meltsner is the only
modern-painter included.
Mag pays about the same rates as
Esquire. It's a nice appearing job,

Mag pays about the same rates as Esquire. It's a nice appearing job, which just misses being bulky. Mis-ing up of art works and color cartoons appears somewhat incongru-

ous.

The mag at present carries no ads and according to management will not do so until circulation has been determined.

Studio Worker Sells Tome

Studio Worker Sells, Tome
Alex Borin, stage telephone operator at the Sam Goldwyn studios, on
the Coast, has sold a story of his
experiences during the Russian revofution of 1920 to Macmillan Publishing Co. Book will appear under
title 'Ancient Mother,' with
author's real name, lexander
Baranoff,

author's real name, lexander Baranoff, He was a lieutenant in the In-telligence Department of the White Russian Army.

Sarovan Vogue

Editors of Story mag report a flock of Armenian manuscripts have come in since Saroyan began having a vogue. From California's Japanese colony also come pieces written in

colony also come pieces, written in Saroyan's style.
Editors of the mag also report a deluge of stories from the Philippines, the islanders apparently, having gone ink crazy. Each boat into San Francisco brings 20 do 30 manuscri

Western Authors' Conference
A Congress of Western Writers
will be held in San Francisco Nov.
13-15. More than 50 authors are sponsoring the conference, of which Barbara Chevalier is provisional sec-

Barbara Chevalier is provisional sec-retary,
Among the sponsors are Louis
Adamic, Witter Bynner, Alexander
Meiklejohn, Max Miller, William
Saroyan, Upton Sinclair,
Slesinger and Ella Winter.

Hollywood Scribe's Tome
Nora Laing, Hollywood correspondent for group of London newspapers, has written a tome, 'Desert Ships,' which will be brought out in England next month.

Book deals with writer's experi-

ences in America

Chatter

Sylvia Thompson leaving London for N. Y. Rion Bercovici handling promotion

for Mademoiselle mag.
Walter Lippmann to do a book
titled The Good Society.

sylvia Townsend Warner in Bar-celona working for the Red Cross. Jin Tully's novel, The Bruiser, dedicated to Jack Dempsey, Charles B. riscoll of McNaught syndicate doing a biog on O. Mc-

Best Sellers

Best Sellers for the week ending Oct. 24, American News Co., Inc.

FICHAL	
'Gone With the Wind' (\$3.00)	By Margaret Mitchell
'Drums Along the Mohawk' (\$2.50)	By W. D. Edmon
'White Banners' (\$2.50)	Lloyd C. Douglas
'Whiteoak Harvest' (\$2.50)	
'A Prayer for My Son' (\$2.50)	

Richard & John Abbe

\$113.000 Federal Fund for Educational Radio Mostly for Script Writers Payroll

Rehearsal Club

(Continued from page 1)

out the week. Home has been in its present location for 13 years, but has been running since 1913.
Gilda Varest, Molly Ricardel, Florence McGee, Evalyn, Knapp and Elizabeth Patterson are a few who have lived there. Margaret Sullavan has dined there, but was never a paying guest.

a paying guest.

Broadway p.a.' are sentimental Broadway p.a.' are sentimental about the young hopefuls and frequently send tickets over. Sometimes the girls are saked to attend in evening attire to lend class to a faltering show. Otherwise it-is just free ducats and a chance to watch setter the send of the sector that the send of the sector that t

be titled Some of My Best Friends

be tiled Some of My Best Friends are Jews.' Herbert Kli, editor of New Theatre, back from jaint through the Soviet. Harvey O'Connor in N. Y. com-

Harvey O'Connor in N. Y. complete research on his book about the Guggenheim family.

Helen Worden, society reporter for the World-Telly, has written a book about it, titled 'Society Circus.'

H. N. Swanson has returned to the Coast after placi
Thomas Burtis' novel, 'Hard', ' with Adventure mag.'

nag.
Sally Salminen, innish kitchenmad who won a prize for her Swedish novel, introduced the air as a literary Cinderella.

Ioseph. p.a. for Federal

as literary Cinderella. In Federal Theatre project in N. Y. has written a novelette, 'A. Passenger to Bali,' for November. Story mag. Audrey Wurdeman back in N. Y. from Seattle. She will go on a joint lecture tour with her husband.

lecture tour with her husband. Joseph Auslander, this winter. Dale Harrison, of the A.P., day staff in N. Y., and Joe Caneva, A.P. photographer, have been sent to Toronto to cover the finals of the Baby-Derby.

Frank Scully kids his neighbors by telling them the architecture of the new Scully manse in Hollywood is Provencal Moderne. It usually silences, em.

silences. 'em, Ken Murray's colu humor via McNaught syndicate 75
papers to date. Royal Foster collabs with the comedian-humorist on

labs with the comedian-humorist on the writing stint.
George Jean Nathan now drama crick for the new Mid-Week Pictorial, which, together with his other assignments, ives him almost a corner on criticism. N. Y. Kamin Book, Shop's Friday. Fortuns will reserve one evening for a action of books crists mass exists.

Publication of Rose Deeprose. by an auction of books, prints, mss., etc., Sheila Kaye-Smith, postponed until Janu. Robert book ill Guild.

Boosters of education

Boosters or education-joiced last week when Secretary Harold L. Ickes an-nounced allocation of \$113,000 for Government's new drive to dispense knowledge by means of radio trans-

knowledge by means of radio transmitters.

Reporting that the major networks and many locals were tumbling over themselves to cooperate with the United States Office of Education, sponsor of the radio project, officials revealed that public demand for educational programs had grown to an extent where an average of more an extent where an average of more than 6,000 letters are received week-ly. All programs are carried cuffo by broadcast stations taking part the campaign. Bulk of the \$113,000 allocated by

the campaign.

The campaign is \$113.000 allocated by President Roosevelt for the Federal radio project will be expended is alaries for relief workers engaged in writing script for the five major programs now on the sin, officials said. Pay for clerical help, research workers and, actors and musicians who take part in the programs also will be assured by the new appropriation. With 86 workers engaged on the project, Feds hope to add one or, two new programs to the group now being aired by the networks and also to develop talent for the opening of the New York unit's cooperative six-week study course at New York University's Radio Workshop, opening on November 9. In connection with the Radio Workshop enterprise, Education Commissioner: Studebaker has authorized students of N. Y. U. to participate in the Federal radio project, if qualified.

Some 43 local transmitters have signed up for the scientifier program, 28 for the question-and-answer feature, 33 for Education in the News' and 39 for Have You Heard?, while approximately 75 broadcast Safety Musketeers.

Only Italians

C. V. Main parts will be played by Amedeo Nazzari, Loui Ferida, Antonio Gradoli and Anna Ciarli. Carlo Ludovico Bragagli directing

Ciarli. Carlo Ludovico Bragagli directing.

Nearly finished are Appia Film's 'Cant d' Addio' rewell Song's, starring Tito Schipa and Paola Borishmia and directed by Erignone, and 'Ilracto', which will feature the Olympic fencing champi n, Ciro Veratti, Lupa Film's 'Joe Rosso' (.) the 'Red'), based on a Dino Falconi comedy, directed by Raffaele Mitarazzo, and starring Armando Falconi, has just been finished, as have 'Pensaci iacomino' with Angelo

as just been finished, as have Pensaci iacomino with Angelo Musco. Due Sergenii' (The Two Sergeants'), directed by Gauzzoni.
Following films

Two Sergeants'), directed by Gauzzoni
Following films will be star inthe near futur "If to Mattia Pascal" (He Was Pascal"), starri Isa Miranda, Pierre Blanchar and Gramatica; 'I.' Uomo che. (The Man Who Laughed'), with torio De Sica, Paola Borboni, Enrico, Viannin, Kasi Nori and Umberto Melnati; 'La Regina Della Scala', which the word of the Scala', which will be made at the Scala Oper House at Milan, and 'Elixir of Love,' which ill be produced by a new producing company, Galbo Ilm Latter company is also wor on two musical storts based Respigni's compositions, 'The Fountains of Rome' and 'The Pines of Rome,' Marino Parnett is directing ne and Ivo Perilli the other.

Advance Production Chart

(Continued fro

Johnson producing and Tay Garnett directing; 'SEVENTH HEAVEN' to get under way latter part of November. No producer or director assignments as yet.

Warners

Six in work, 13 editing, 12 preparing. work:

"MOUNTAIN JUSTICE, reported Variety, Sopt. 16, 'READY, WILLING, AND ABLE' and 'ANDTIER DAWN, reported Sept. 30; 'SAN QUENTIN,' reported Oct. 7; 'JUSTICE AFTER DARK' and 'MEN IN EXILE,' reported Oct. 21. No new pictures started last week.

Readied to go into work are 'DANTON,' Max Reinhardt producing, and he will co-direct with Michael Curtiz, 'KING AND THE CHORUS GIRL,' Mervyn LeRoy producing and tredting, 'CALL IT A DAY,' Harry Joe Brown producing and Archic Mayo directing, and 'CASE OF THE DANGEROUS DOWAGER,' to be produced by Bryan Foy.

GREAT PICTURES WHEN YOU NEED THEM MOST!

Lost seasons start with a rush. Comp tember...This year UNITED ARTISTS cofor release during the next three month logical that you should capitalize the stree

UNITED ARTISTS RELE

NOV.6

SAMUEL COLDWYN pro EDNA F

"COME AND GET IT"

with

EDWARD ARNOLD
JOEL M.CREA FRANCES FARMER

Directed by HOWARD HAWKS and WILLIAM WYLER

NOV 20

SELZNICK INTERNATIONAL Pr

MARLENE DIETRICH and CHARLES

"The GARDEN OF ALLAH

DAVID O SELZNICK Production TECHNICOLOR

Directed by RICHARD BOLESLAWSKI

DEG 4

ALEXANDER KORDA pr

CHARLES LAUGHTON as "REMB!

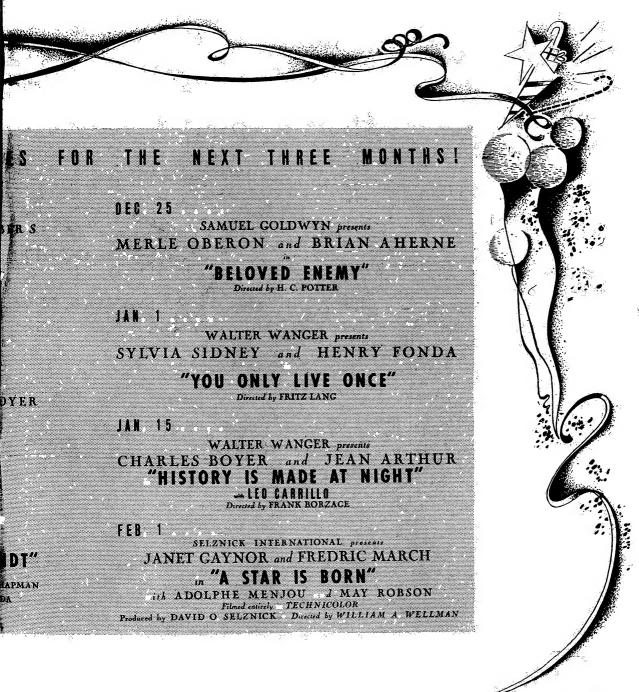
with

ELSA LANCHESTER GERTRUDE LAWRENCE EDWAL

A London Film Production Directed by ALEXANDER

Every Day 18

rafter company releases its biggest features in August and Sepues to aid exhibitors with the greatest succession of hits scheduled this is the most valuable playing time of the year!...It is only st playing time of the year with the biggest attractions produced!



Holiday with these U.A. Hits!

Great Produc s! Foremost Directors! Outstanding Stars! Important Stories!

A.B.C. Ducks Petrillo Jurisdiction; Originates at Hammond, Indiana

Affili ional network with head-Chicago, has flung down the battle gauntlet to James C.

trillo and the Chicago Federation of Saturday (24) the Musici web termi contract

web termi contract
with the Chicago musicians' union
and ill not use any other local musicians unless they reach a new arrangement with Petrillo.

rangement with Petrillo.

With icago musicians out,
ABC has moved its musical programs to Hammond, just across the
state il in Indiana, as the origination point. This is due to the much
lower wage scale that the network is
able to obtain from the Indiana and
Hammond unions, and contract
which calls for fewer number of
musicians.

musicians.

puts Petrillo, president of the right in the middle of a queswinch is a cinch to lead to considerable fireworks. It involves the ability of a network to move out of the jurisdiction of union in order to get away from certain wage and working arrangements demanded by the labor organization.

ABC been operating with a setup of 12 musicians and a leader, but finally felt that it could not and would not continue to bear the cost of the musicians at the local wage

COAST 4A'S DEL MONTE HUDDLE

Del Monte, Cal., Oct. 27. Coast Branch of Ameri-sociation of Advertising Agen-

can Association of Advertising Agen-cies holds its second annual con-vention here Thursday and Friday, Oct. 29 and 30; with radio and agency execs from all parts of the United States—attendance. All sessions of the two-day confab will be invitational, with first day meetings closed—all but members and agency guests.

Speakers will include President John Benson of New York City; Paul Cornell, of Geyer, Cornell & Newall, chairman of the board; Joseph Sinel, New York industrial engineer, and Prof. James W. Young, University of Chicago.

Chicago.

Douglas G. McPhee of San Franis in charge of arrangements.
Program committee headed by
Dan B. Miner, Los Angeles agency
man and chairman of A.A.A.A's
Southern California chapter, and includes also Edmund M. Pitts, J. Walter Thompson Co., San Francisco;
Joseph R. Gerber, Gerber & Crossley, Inc., Portland (Ore.), and Burt
Cochran, McCann-Erickson, Inc.,
Seattle (Wash.). Seattle (Wash.).

Seattle (Wash.).

MBC representation will include
Harry Anderson, sales chief of the
Western Division, from San Francisco, and Sydney. ixon, assistant
sales manager, from Hollywood.
Among CBS men at the convention
will be Donald W. Thornburgh, viceprexy, from Hollywood, Harry W.
Witt, KNX sales chief, Hollywood,
and John M. Dolph, Coast sales manager, San Francisco.

TRADE COMMISSION CHIDES PASCAL CO.

Washington, Oct.
Charging that Pascal Company,
of Seattle, Wash, has been
airing misleading propaganda about
nostrum intended to cure asthma
and haylever, Federal Trade Commission last week ordered the outfit
to show cause why a cease and desist order should not be issued

against
Sneezers and wheezers are not cured by using Breatheasy and a so-called nebulizer atomized which the company plugs as sure cure, Commish maintains. Radio claims that users do not need follow the usual special diet for asthma, also were discounted, as was the statement, that the product was a great discovery created by a physician to successfully cure his own asthma.

AL MARIN'S NEW JOB

Agency Radio Exec Joins Pater Medicine House.

Chicago, Oct.

Al Marin, former new biz exec and radio top for the Neisser-Meyerhoff agency here, joins the Peter Fahrney Medicine company as advertising director. Marin will head all advertising activities of the medical company and will also be designated, it is understood, as assistant to the president.

nated, it is uncersoon, as the Fahrto the president.

Marin is figured to boost the Fahrney activities in radio considerably,
and is reported to have already
lined up several ideas for spot ether
campaigns for the pain-eradicator

Rumors Buzz But Nothing Decided On Packard Show

Packard Motors is not expected to decide for another week whether it wants to continue with the Fred Astaire show. Report out of Hollywood that Astaire is anxious to have the broadcast period clipped to a half hour has not become part of the issue, as far as the account is concerned. The idea hasn't even been presented to it.

From Young & Rubicam, agency on the account, it was learned that confracts all around were for 13 weeks and that all concerned are marking time until the client comes to a decision.

also learned that there has been no discussion about the Astaire spot going symphonic, the present 13-week cycle expires Dec. 1.

NOW IT'S BASKETBALL FOR ATLANTIC REFINING

Philadelphia, Oct. 27.
Series of 10 Temple University home basketball games have been signed for broadcast for Atlantic, Refinin through N. W. Ayer. Season will open Dec. 21. ing to March 5- airing over WIP.
Dolly Stark, former Dartmouth College basketball coach, big league baseball ump and for last several months diamond and grid broadcaster for Atlantic, will probably basket-by-basket even.

ter for Atlantic, basket-by-basket 'em

COUSENS-AYER UNITE

Local Programs for National Sp sor Is Objective

Clayton W. Cousens, program producer, and Hibbard Ayer, station rep. have struck up an affiliation.

Idea is that Cousens will assist in shaping local station programs for sale to national sponsors.

Thornley-Batten Squabble Over N. W. Ayer Control; Stock 'Option' Involved

Philadelphia, Oct. 27, im by George H. Thornley, formerly vice-prez of N. W. Ayer, that he has exercised option to acquire stock control of agency-was contradicted last week in statement by H. A. Batten, agency prez., who depreated attempt to try case in newspapers, statement-asserted Thornley's claim is sought over opposition of all parties concerned.

Court action was brought in New York week ago by Thornley, seeking to exercise alleged option. Suit

York week ago by Thornley, seeking to exercise alleged option. Suit names Ayer directors and Mrs. Anna Ayer Fry, daugher of founder and widow of late prez, Wilfred W Fry Total of 700,000 shares are outstanding, divided among 201 stockholders. At recent stockholders meeting 179 of 180 present, including estate of Fry, voted favor of stand taken by directors (that is, against allowing exercise of Thornley's option claim). Thornley, it is alleged, was then asked to resi

claim). Thorntey, it is anieged, was then asked to resi.

Directors declare it was against Ayer's and Fry's wish for any one person to control agency. Their aim, it is pointed out, was for stock to be distributed among employees, with control vested by vote in board of directors, generally selected from among key men of firm. Batten was recently elected president. irectors include William M. Armistead, Batten, Clarence L. Jordan, Gerold M. Lauck.

Business of agency, says Batten's statement, continues without inter-ruption along same lines and under-same type of management which has characterized since characterized since for 1869 by N. Wayland Ayer.'

ALL QUIET AT WATL

Staff Reorganized After Mutiny of Some Weeks Ago

Mgr. Maurice Coleman, of WATL, has finally gotten his staff set. Staftsion has been working shorthanded since Jesse Swicegood and group of employes walked out.

Coleman reached up into the wilds of the Adirondacks and plucked Earle Pudney as his program director. Pudney was winning back his health in the mountains and had made connection with WGY, Schenettady, when he got the call to WATL. He got his release from WGY, preferring to come South. He was formerly with WIBX, Utica, and previous to that with Muzak Corp. of Ohio.

Other new faces around the station Other new faces around the station are Polly Vaughn, studio receptionist, and announcers Roy Cambron and Woodruff Bryne, Herb Harris and Des Keese, two of the walk-outees, have been rehited.

Virgil Blakemore, former salesman, is now commercial mgr.

Postum Holds Off

Hollywood, Oct. 27.

Postum is holding off commitment for Joe E. Brown air show following audition at NBC by Young & Rubi-

Leon Rosebrook will baton iava outfit calls it a deal.

News Bulletins at Roxy, N. Y., Inspire Commission Boys to Quiz Transradio

Herbert Moore, head of Transtadio Press. Service, says that his organization ill refrain from looking into the possi ilities of selling a news bulletin service to moving picture theatres until after the elections. Moore has taken the position that dealing with individual theatres would likely prove not only cumbersome, but unprofitable and that if picture houses are to do business with him it will have to be through a central ization.

Moore asserts that no exec of a theatre it has approached him on the idea and that he has, done nothing tangible the way of a survey because far the contactees have been booking agents who saw the possibility of exting for Transtadio on a commission basis with individual theatres.

Agents have been inspired by the Herbert Moore, head of Transradio

Agents have been inspired by the bulletin reading interlude which the Roxy theatre, New York, has been using for the past five weeks.

Fischer Gets Bankroller

Toothpaste hpaste outfit bought Fischer's 'Hollywood Whis-George Fischer's 'Hollywood Whis pers', for 14 stations of the Colum bia-Don Lee Coast rs of the year, when the two par company.

Cabher for film gossip seven years ago and has been airing consistently.

Only other retaller of studio hop bankrolled is Jimmy Fidler.

Blossom Seeley Singles

Columbia has been talking with Blossom Seeley, wife and former partner of Benny Fields, about doing

a sustai ing series.

If the proposition goes through she will go on as a single.

Reallocation Decision Delayed

Washington, Oct. 27.
No action at least until the first of next year will be taken on revision of Federal Communications Commission's broadcast rules or regulation theori?
Following permanent adjournment of industry gablest Wednesday (21), commish attachees, indicated weeks will be required to summarize reams of testimony, study the principal recommendations and suggestions, mull over technical points and reach any decisions.
With nearly 500,000 words to read and digest, Broadcast Division, members have turned the entire record over to engineers for consideration, and will wait for recommendations from the technical staff before sitting down to discuss seriously what to do about superpower, duplication of cleared channels, horizontal waitage boosts for ional and local transmitters and medernization of antiquated form—Until the engineers have made up their minds, the divisionites are not likely to even talk about the questions raised at the 13-day oratorical outburst.

LABOR'S ATTITUDE

Nockels Call '28 Allocation of The Swag'

Washington, Oct. 27.
General reallocation of present facilities: and limitation of all stations to 10 kw. were advocated by organized labor last week the Federal Communications Commission engineeri discussions ended. Taking the position that the 1928 allocation was a 'division of the swag,' Edward Nockels, manager of WCFL Chicago, and spokesman for the American Federation of Labor, complained about development, of a radio monopoly and urged government ownership and operation of the industry the trend cannot be curbed otherwise. He indorsed rigid limitation of the amount of advertigations of the amount of advertigation of the control of the contro limitation of the amount of adver-tising and protested against excessive

g and protested against excessive mercialization of the air. alk of the labor's spokesman's was a bitter indictment of the cipal networks, General Electric Westinghouse. mme. Bulk o was

CBS DEMANDS 20% CUT ON **EMPLOYES**

CBS is now demanding that i nouncers signature artists bureau con racts. Network on its part glarantees the signatory nothing but insists that the announcer obligate himself of a 20% commission on radio transcriptions, motion picture and whatnot for a period of three years. Even if the announcer gets is own accounts its 20%, while the web reserves the right to drop him from the payroll on two weeks notice.

Re: Crosstalk

Editor, VARIETY:
In the Oct. 14 issue of VARIETY under 'Reallocation Crosstalk,' appeared an item about Mr. Paley's testimony given on Oct. 13 before testimony given on Oct. 13 before Federal Communications Comtestings.

the Federal Communication
mission and how some of the materi the regional stations.

You suggest in this item there the connection

'You and the same been some connection.'

'And and the same been some connection.'

the regional stations.

You suggest in this item there might have been some connection between such 'anticipation' and the fact that a CBS station manager was present at a confidential meeting of the regional stations group, held two days before Mr. Paley's testimony

was given.
May I point out that not only was Mr. Paley's testimony prepared long before this meeting of the regional stations, but that it was available in completely printed form on the day of that meeting.
I submit this as a simple matter of fact which rendered impossible the you suggested, apart from any matter of principle which would have made it equally impossible.

Victor M. Ratner, CBS.

Powel Crosley's Party

incirnati, 27, Several marksmen from all parts the country took part in the fourth annual Muzzle Loading Rifle Contest, under auspices of Powel Crosley, Ir., at his country estate near Risi Sun, Ind., over the week-end.

A match was between Boss Johnson, who conducts the RFD hour on WLW, shooting a rifle, and Chief Sunrise, a Sloux Indian of Coal Creek, S. D., shooting with bow and arrow.

President Called **Voice of 1932** In Radio Logs

Boston, Oct. Herald (Republican) and its evening sheet, The Traveler, last week listed in their radio logs political broadcast in the followi

language:
Verbeten Vandenberg Debate
With the Voice of 1932—WNAC

with the Yoke of 1932 WNAC 7:30 p.m.
Other Boston papers did not adopt this program billing sent out by the Yankee network press department. Broadcast was a transcribed re-enactment of the controversial incident of a week ago, when Senator Vandenberg (in person) conducted a network debate with President Roosevelt ton a record) and was cut off the air by Columbia for violation of the company's rule against wax. Said John Shepard, 3rd, president of the Yankee network apropos the broadcast:

of the Yankee network apropos the broadcast:

'As a breach of policy is the only reason offered by CBS for its action in cutting. Senator Vanderberg's speech off the air and in view of the fact that it has always been our policy to allow transcribed programs there is no reason to deny the New England citizens the opportunity of hearing the speech!

hearing the speech.'
G.O.P. discs appeared on WNAC,
Boston; WEAN, Providence, Boston; WEAN, Providence WICC, Bridgeport on three di

Baltimore, Oct. 27.
There seems to be a jinx attached to that debatable debate' spiel of Senator Arthur Vandenberg. Time was bought on WCAO, local CBS outlet, last Saturday (24) evening by the Chi GHQ of the G. O. and the waxing of the 'debate' on for half-hour. Broadcast rolled along until the winter the street of the debate of the control of the c

the Chi GRQ of the G. O. and the waxing of the 'debate' on for half-hour. Broadcast rolled along until, five minutes before its end, the jack fell down on the Rivie which ran through the panel of the turntable upon which dise was spi ing. For three minutes station/awas dead on the ether, then dance ore was plucked off CBS network to fill out remaining pair of minutes.

WCAO then announced that the dise would be rebroadcast in full. at 11 p. m. same evening. It was, and at no added cost to Repubs. With plenty of Repubs listening to initi broadcast of dise, cry of anger sounded long and lustily when dise spluttered and died out, WCAO was sombarded with phone calls from people who evidently wanted passionately to believe it was all a Democratic machination, that had muted the recording. After the second soin went uninterruptedly, the skeptics were placated.

Doss Runs New Station; Sets Cobble at Decatur

Tuscaloosa, Ala., Oct. 27.
WJRD is this burg's first station,
being opened by James R. Doss, Jr.
who also owns WMFO, Decatur. Doss will assume personal direction of WJRD, while WMFO is to be under management of J. G. Gobble, has been it since it went on

has been air.

Ted Woodard, program director of WMFO, goes to WJRD charge of production and programming. Also making the jump is H. T. Eudy, WMFO's chief engineer. His old place is being filled by Charles

Chandler,
Other realignments in personnel
include upping of Eston Pace from
WMFO miteman to program director. Harold Russey assumes charge
of announcers at the same station.
Used to ith WHBB, Selma, Al

STATION WIL RAPS F.C.C.

Not Smart

One of the big networks wants 20% from its announcers who average \$40 to \$60 on the weekly payroll. Contract that the network demands its spielers sign is future promise of the announcer to pay on anything and everything that the announcer may pick up the side—transcriptions, film shorts, radio commercials. The network guarantees nothing except the right to fire the announcer on two weeks' notice.

This is short sighted. Not to mention petty. It' a repeat en some of the mistakes of show business. Cheap exploitation of talent never made anybody rich but what it has done and what it can do to organizational morale is plenty. To start with, it makes every amouncer a potential ally of the network's competition.

So far as radio commercials are concerned the announcer has to nete auditions and selected by the advertising agency or the sponsor. So far as other is cellaneous sources of income are concerned the announcer is invariably his own salesman. The logic of the network 'claim' for commission—and 20% is twice the average commission of show biz to start with lies were have with-is very hazy.

But most of all it's short-sighted. It isn't smart. It makes a big and enormously, prosperous organization a party to small potato farming. It breeds grumbling.

DON BECKER, WLW, RESIGNS

Don Becker has resigned as as-sistant general manager, in charge of programs at WLW-WSAI, here. It terminates 10 years, with some ab-sences, of continuous association. Resignation effective Nov. 1.

Becker returns to Cincy tomorrow Wed.) from New York, where he pent the week end. He is traveling with Lewis Crosley, active boss of he stations.

the stations.

Becker will be president of a new set-up to be organized in New York, with ramifications in Hollywood. It is denied that Becker's project has any connection with the Transamerican organization of John L. Clark, former g.m. of WLW.

Mrs. lorence Golden, ex-legit) will stay i incy until hubby

WHYTE WILLIAMS' 2ND 'SHOW CAUSE' CHANCE

Whyte Williams, foreign correspondent, who is suing the Transradio Press Service for \$5,000 for alleged violation of contract, was last week granted permission by Supreme Court Justice McGoldrick in Manhattan to file an amended complai Transradio had moved for a dismissal of the complaint, but the courteld that Williams may have the second opportunity for proving a cause of action, provi ing he put up \$25 in costs.

2.25 in costs.

Williams ims that i January.
1935, he made an agreement with
Transradio whereby he to furish bulletins of foreign news, for which Transradio was to compensate im, if it found a market. Trans-radio contends that it owes the cor-respondent nothing, since a market for the stuff did not develop.

Williams made his ori inal contact ith Transradio when went proad for Peaceways, Inc., in late

Polish Count's Radio Suit Settled for \$500

Detroit, Oct. 27.
tation WJBK settled out of court for \$500 a damage action brought inst the station by Anten Potocki, a Polish count. Count charged defamation in a newscast in Polish by Walter Lewsczwisch.

Count had sued for \$10,000.

Call German Television Similar to RCA-Zworykin System of 'Blowing Up'

New projection camera lens and equipment for blowing up television images, announced by the Telefunken Gesellschaft (Germany), is getting a novel commentative slant from Leon L. , scribbler on tele-vision subjects. Angle expounded by Litt is that the Germans apparently got their idea for this gadget from RCA's inventor, imir K. Zworykin, father of the Iconoscope (tube for pic transmission).

for pic transmission). Zworykin in 1034 was said to have demonstrated to the English Commission, then touring this country, a method for transmitting and projecting to an outer screer images, using the cathode ray system. Story has never been authenticated and the English—if Zworykin, did show them any gadgets—did not make use of them. Germans, however, are now bringing out a system akin to the system Zworykin is supposed to have under his ing. RCA is described as having a close patent tie-in with Telefunken Gesellschaft.

Teletunken Gesellschaft.

Advantage, of the new Teutonic gadget is that it blows up television images to 40 by 48 in. size, which can be clearly viewed at 18 to 24 ft. Even clearer pix can be obtained by increasing lineage and reducing voltage. Screen for the images is housed in a separate cabinet from the camera. Cabinet also has a loud-speaker.

most other television receivers show the image on the end of the cathode tube, instead of on a screen, which causes a very small field of view. Meanwhile Farnsworth is also tinkeri with a projection tube said to getting fairly good results.

MILDRED BAILEY IN SETTLEMENT WITH NBC

NBC settled litigation with Mildred Bailey Monday (26) just as the case was about to come to trial before Supreme Court Justice McCook in Manhattan. The singer got \$250 i and will collect the balance of the settlement by payment for sustai ing broadcasts ich has agreed to have her Miss illey brought her still three

agreed to have her with three years ago, alleging that a deal which Paul Whiteman had made with the to NBC Artists Service for her her under in definite guarantee. NBC, she claimed, violated the agreement by dropping her from a scheduled sustai ing series, and not obtaining the commercial which she had been assured.

THINK 'REASONS' UP AFTERWARD?

Louis Station Court Review of Commissions Procedure in Favoring Rival Petitioner-Acts First, Finds Justification at Leisure, Station Charges

A HABIT?

Washington,

Supreme Court review of Federal Communicati Commission's alleged of reachi decisions justify them was maki today (Tuesday) followi issuance of stay order postponing effectiveness of permit for construction of new re-gional station by the St. is Star-

Times.

Raising two novel questions about legality of Commish procedure, attorneys for WIL. St. Louis local station, appealed the decision granting the Ellzey Roberts paper's request and denying WIL the right to shift to a regional frequency and boost wattage. Petition claimed the decision was counter to the evidence, capricious, and unjustified.

Noting that WIL has been render-

Capricious, and unjustified.

Noting that WIL has been rendering efficient service for 14 years but was frozen out while newcomers grabbed off a desirable assignment, the petition challenged the legality of, the way the case was handled, Major point at issue is the Commist failure to adopt formal statement of facts and grounds for decision by Oct. 7, the date when the grant to the Star-Times was made effective. Second basis for the appeal is the allegation that the Broadcast division (llegally delegated powers to its lawyers and had the legal section, which will defend the act in court, write the decision.

'After-

the decision.

'After
'Up to and includi 6, the effective date of its decision, neither the Commission nor its roadcast Division had made or announced any inding of fact or any grounds for its decision, 'WIL attorneys said.

'On Saturday, Oct. 17, 1936, the Commission first made public announcement of a release numbered 18,572 containing a statement of facts and grounds for the decision aforesaid. Said statement of facts and grounds for decision was not formulated or prepared by the Commission or its Broadcast division, but by the Commission- Law Department to which the Broadcast Division of Sept. 22, 1936, delegated the duty of making, and formulating its findings of fact and of ascertaining and formulating its grounds for decision. Said statement, thus formulated and prepared, was adopted and approved by the Broadcast Division of the Commission on Oct. after the effective date of its sai

date of its sai

Petition charged further that by
delaying the announcement of adoption of the statement of facts the
Commish effectively deprived WIL
of the right to ask for a rehearing
on the action. Time allowed for reconsideration, plea had elapsed befree the next. fore the parti in a position to attack the ruli WIL id.

OIL CO. TIES UP WIBW. TOPEKA, FOR ELECTION

Derby il Co. has bought the en-tire night schedule on WIBW, To-peka, for election returns. Topeka significance in nation's spotlight that night led sponsor to choose WIBW.

lection returns, given throughout the night, Potts-Turn-bull is agency.

Columbia Adds WRVA, Richmond; Presses WSM, Nashville, as Next Step In Southern Web Build-Up

For Your Phonograph!

Washington, Regular wax library on tech-nical, social and economic phases

nical, social and economic phases.

of.bryagdegsting has been compiled as aftermath of Federal
Communications Commission's
reallocation hearings.
Record of the 13-day confabruns to 1:750 pages, or approximately 480,000 words. This does not include ratts of maps, charts, graphs, and other supplemental exhibits.

Record of the 13-day confab.

plemental exhibits.
Record of the 13-day confab
for stenographers' transcripts,
the cost for the whole record
would run around \$400.
Most of the record was
done electrically, with manual
notetaker on hand every minute but little physical
work.

MRS. MELROSE **OUT IN WJAY** MERGER

Cleveland, Oct.

H. K. Carpenter will hereafter manage Station WJAY as well as WHK. Offices and staff of WJAY leave Carnegie Hall to take up quarters in the Terminal Tower side by side with WHK. Use of latter's studios setup and general economy of move prompted decision.

move prompted decision.
Mrs. Edythe Fern Melrose who has
managed Station WJAY for several
years since the death of her husband, Grant Melrose, previous manager of - WJAY, steps out of the
WHK-WJAY set-up. She may move
to New York shortly but has another
deal pending that would-keep her in.
Ohio in furtherance of her regional
network ideas.

network ideas.

Under Mrs. Melrose WJAY rated number one in the last showman-ship strucy of Vaniety.

JOLSON, MURRAY SHOWS MAY FOLLOW ON CBS

Ruthvauff & Ryan, agency on the Lever Bros. account, is trying to maneuver, a full hour on CBS so that it can combine the Ken Murray program with the show that Al Jolson is slated to head December. Agency is also working on the allocation of the various L.B. products to the shows which this client is bankrolling on CBS through R. & R.

poantrolling on CBS through R. & R. has to allocate are Rinso, Lifebuoy soap, Lifebuoy shaving cream and Spry. In addition to the Murray Joson half hours the agency in this connection has consider the 'Big Sister' serial.

the hour arrangement, goes through the Jolson and Murray programs will maintain their own identities, but immediately succeed one another. Agency is scouling around for still another show. O. O. Mc-Intyre was approached last week for the head spot in the latter stanza, but the columnist turned it down on the ground that he was neither i terested nor had the time to spare for it.

Columbi has started invasion of the south with the placing of WRVA, Richmond, Va., under a five-year affiliation contract following last week's acquisition of WOAI, San Antonio. It's the third station, CBS has weared away from the NBC fold within the past four weeks, other being WHIO, Dayton, Ohio. CBS is confident that it still will be able to swing WSM, Nashville 50,000-watter, away from NBC, with Herbert Akerberg, CBS v. p., in charge of station relations, currently concentrating hi attention in that direction.

CBS figures that through the alliance with WRVA it has already strengthened its position in the south to a considerable. Network expects WRVA to go from 5,000 to \$5,000. watts within the four months and by putting up a directional antennae include Norfolk and Newport News. within the four months and by putting up a directional antennae include Norfolk and Newport News. within the station's coverage. WRVA is sowned and operated by Larus & Bros. located on 1110 kc.

Columbia would like to have the switchover take place Jan. I, but: is is dependent on whether NBC elects to ask for notice of 80. or 90 days, After it closed with CBS the Richmond station asked. NBC by letter what period it preferred to make the networks new five-year contract, Columbia has not abandoned hope of working out a deal, will signature the network's new five-year contract, Columbia has not abandoned hope of working out a deal, with him. With the heat on from either web, Craig is expected to decide within the next wo weeks, Columbia turned to WILVA after WSB, Atlanta, 50,000-watter, rejected a bid from CBS and tied up with NBC for another years.

watter, repeated and the repeats with MBC for another years.

WRVA's tieup with CBS also means that the station will cease to be available to clients of the Mutual Broadcasting System. Columbia's standard uniform contract bars its affiliates from taking the service of any other network.

CBS, it is said, made an offer to Larus & Bros. for the purchase for WRVA, but the tobacco outfit showed no interest in letting the station get out of its hands. With WVRA i the fold, Columbia will have to revening the coverage claims that it has been making for WBT, the 50,000-watter that it owns in Charlotte, N. C. CBS sales promotion literature has contended that the WBT signal handily reached a major portion of the territory served by WVRA's transmitter.

Nashville, Oct. 27.

Nashville. Oct. 27.
Herbert Akerberg, CBS station relations vice-president, in Nashville today (Tuesday) conferring
with Edwin Craig at WSM:
Station WLAC, Nashville's other
station, has meanwhile filed with the
Federal Communications Commission for 50,000 watts.

CLARK'S L. A. OFFICE UNDER WM. V. RAY

Transamerican roadcasting and Television Corp. has opened a Hoffywood office with William V. Ray charge. His job will be not only to handle Pacific coast account but produce transcriptions and audition live shows for Transamerican clients, located in various parts of the country. Ray has for the past 12 years been in both the radio and the film business, having had much to do getting many picture names air.

BENSON'S WOR TITLE

Mitchell Benson production manager WOR. Yor He used to be an announcer.

Roger Lyons, formerly of WAAT. Jersey-City, is new to announcing cent newcomers to the Children Land.

Pending Super-Power Policy Decision RADIO LAWYERS SET F. C. C. May Glom Present Petitions

Washington, Oct. Washington, Oct.
roadcasters hoping to put transmitters in the behemoth class probably will be kept on edge until
sometime next spring before they
learn the fate of their 500 kw. appli-

learn the fate of their 500 kw. applications.

With the Federal Communications Commission in a dither over superpower, indications this week were that hearings will be held on bater's dozen of requests for juice joils until basic policy on power limitations has been settled.

Although final action is possible until decision is reached in numerous problems raised at recent reallocation hearings, pressure is being exerted to induce the Commish to go shead with the 500 kw. pleas and save time in the event it is decided to allow clear-channel plants to become power titans. Idea has been circulated that Commish might permit examiners to air the 13 pending applications, with understanding that reports would be held off until the policy matter is settled.

M and When Probes

If and When Probes

If and When Probes

This procedure has several strong poi In the first place, it would permit the Commish to compile a second on the particular conditions involved in each situation, amplifying the evidence submitted at the reallocation hearings and providing better basis for deciding whether to remove present power roof from cleared ribbons. In the second place, it would permit the industry to go forward with superpower, plans in the event 500 km operation is alrowed, cutting down time required to translate ambitions into action. If the Commish eventually decides to permit juice jumps, considerable time would be saved should the hearings be held now, since aspiring broadcasters would be in position to go right shead as soon as policy had been fixed.

With WLW leading the parade, following and control of the parad

Po right ahead as soon as policy had been fixed.

With WLW leading the parade, following applications for regular licenses to use 500,000 watts are on the griddle:

WHO, Des Moines; WHAS, Louis-wille; WGN, Chicago; WIZ, New Work; WJR, Detroit, KNX, Los Angeles; WSM, Nashville; KSL, Salt Lake City; KDKA; Pittsburgh; KFL, Los Angeles; WOR, Newark; WOAI, San Antonio, and WGY, Schenectady.

Mexican Music Baits Tourists. Jazz Doesn't

Mexico ity, Oct.

Mexican Government's partment has requested stations in this republic to cooperate in dishing out air entertainment that will be attractive to American ears. Suggestion is out that stations either ditch or play down American-type jazz or swing music on the theory this means nothing. Characteristic native Mexican music should have the right-of-way, ernment thinks.

WSM's 'Chorus Master'

Nashville, Oct. 27.

John Lewis, baritone, has been given title of chorus master at WSM. Station uses ensembles, male and mixed, on several weekly shows, tably 'National ireside' and 'morrow's Winners,' sports forecast program on Friday nights.

Both sponsored by the sports of the sponsored by the sports of the sponsored by the

Is That Me?

Nashville, Oct. 27.

Nashville, Oct. 27.

Harry Stone, manager of Radio Station WSM, has discovered new and effective manner of breaking to radio aspirants the awful truth. It is also an easier way.

When the would-be announcer applies for an audition, a record is made and then played back to the applicant. If, after listening to his own noises, the applicant still wants careen before the microphone, he gets further tests and more thorough hearing.

To date, applicant has asked for more.

Swager Sherley Has Last Word for Clear Channels As Reallocation Gab Ends

Washington, Oct.

Wind-up of reallocation hearings which opened Oct. 5 came last Wednesday (21), when Federal Communications Commission heard clear-channel group present final arguments in favor of wattage and against breakdown of exclusive frequencies.

against breakdown of exclusive frequencies.
Contending that no valid objections have been raised against 500 kw operation, Swager Sherley, former member of Congress from Kentucky, averred that progress of the art and industry along with improved service to both advertisers and listeners, demands removal of present 50 kw maximum and adherence to the idea of giving a select group of transmitters sole right to use specified assignments.

present 50 kw maximum and adherence to the idea of giving a select group of transmitters sole right to use specified assignments.

With the argument that social consequences deserve most consideration; Sherley contended that superpower will not present any serious economic difficulties or lead to monopolization and argued that only by lifting the existing wattage restrictions can radio service be bettered in the public interest.

Alarm about excessive program duplication and chai domination was termed by the clear-channel group spokesman thoroughly unfounded. While admitting that graphs show overlapping, he argued that good reception is not generally enjoyed, in such areas and advised that advertisers will be unwilling to pay for serious duplication. With the bulk of exclusive transmitters independently owned and the Commish armed with power to curb network growth, there is no practical danger that webs will acquire monopolistic powers over the industry, he declared.

Sharing the idea that no wholesale grants should be made, Sherley cautioned the Commish not to go too far in the direction of either rigid or flexible rules.

New rule-book should be elastic enough to encourage expansion, development and progress, but rigid or flexible rules.

to insure maximum use of their fa-cilities and ambitious transmitters should be free to raise their power to 500 kw if conditions are right.

WNEW OFFICIALLY N. Y.: SETS ONE-RATE POLICY

tably 'National ireside' and morrows' Winners', sports forecast program on Friday nights.

Both sponsored by tional Life Insurance.

Remote Pick-Up Fun Kansas City, Oct. 27.

During the American Royal Live Stock Show last week the building chief engineer told an assistant to detach the WDAF and KMBC mites in the arena. A KMBC man arrived time witness the assistant's connotation of 'detach'. The lead wires had been neatly and thorough! Liter in the week members of WHB staff arrived for their scheduled broadcast and found their lead wire's as neatly but more thoroughly dismembered. They haven't found their swill be maintained as an auxiliary plant.

IIP SUB-COMMITTEES

Washington, 27.
Special meeting of the new Federal Communications Bar Association has been skedded for Nov. 18, with minor changes in the organization's constitution and by-laws due for presentation. Will meet at the Washington hotel for the first big get-together since its organization last June.

President of organization is Louis G. Caldwell. Raibh H. Kimball of

President of organization is Louis G, Caldwell, Ralph H, Kimball of New York is vice-president, and George O. Sutton, another D. C. law-yer, secretary and treasurer. Committees and sub-committees of the organization were recently set as follows:

follows:
Executive Committee: three
years, Duke M. Patrick and Frank D.
Scott; for two years, Frank Quigley
and Paul D. P. Spearman; for one
year, Ben S. Fisher and Philip J.
Hennessey, Jr.
Sub-committees of the Executive

Sub-committees of the Executive Committee!

Committee on Constitution and By-laws; Duke M. Patrick, chairman; Raiph H. Kimball and Frank Quigley. On Finance and Budget: Frank D. Scott, chairman; George O. Sutton and Paul D. P. Spearman. On Arrangements: Ben S. Fisher, chairman; Frank D. Scott and George O. Sutton

On Arrangements Sen's Faster, Chairman; Frank D. Scott and George O. Sutton.
On Publications: Frank Quigley, chairman; Philip J. Hennessey, Jr., and Ralph H. Kimball.
On Liaison: Paul D. P. Spearman, chairman; Ben S. Fisher and Duke M. Patrick.
On Resolutions: Philip J. Hennessey, Jr., chairman; Frank D. Scott and Duke M. Patrick.
Committee on Membership: John M. Littlepage. chairman; Rosel H. Hyde and T. Baxter Milne.
On Memorials: Hon, Frank Roberson, chairman; James H. Hanleyson, chairman; James H. Hanleyson, chairman; James H. Hanleyson, chairman; Harrier, J. Lashby and Carl Arnold.
On Nominations: Hon. Swager Sherley, chairman; H. L. McCornick, John H. Warton, Elmer W. Pratt, F. R. Elsasser and Arthur W. Scharfeld.
On Practice and Procedure: Horace L. Lohnes, chairman; Howard Kern, T. Whitney Landon, Karl A. Smith, Frank W. Wozencraft and Eliot C. Lovett.
On Professional Ethics and Grievances: Paul M. Segal, chairman; Fon-

On Professional Ethics and Grievances: Paul M. Segal, chairman; Fon-taine Bradley, Howard S. LeRoy, William Montgomery Smith, Ralph A. Van Orsdel and Philip G. Loucks.

SPONSORS-AGENCIES

George Gallup, head research man for Young & Rubicam, will be back on the job this week after a month's absence as a result of illness.

Kellogg Co. has substituted WOW, Omaha, for KFAB, Lincoln, and KOIL, Omaha, in the Corn Belt hookup carrying the daily Gene and Glenn program.

Procter & Gamble (Naphtha) is replacing the spot announcement loss of WLW, Cincinnati, with WIRE, Indianapolis, WHIO, Dayton, WBNS, Columbus, WCKY, Covington, WKRC, Cincinnati: Campaign guarantees 15 weeks, but with layoff intervals.

Milton Bradley, Springfield, Mass, toy makers, is buying minute nouncement packages in 16 major markets. It's a test campaign, involving \$3,000, to precede the Christmas shopping season. Blackstone is the agency.

Barney's (New ing store) has signed Jimmy Jemail, quiring reporter for the Daily News, to do five-a-week quiz job over WMCA from in front of the Barney establishment. Program goes on 6 to 6:15 p.m., starting last Monday 1981. to o, (26). Jemail-but o

Jemail year made his ether debut over WOR for Checkmaster

Kelvinator, through Geyer, Cor-nell & Newell, mulling a test spot job involving 15-minute local shows in two places as yet undetermined. Program, as currently planned, is to go at national rates, and will offer a booklet on refrigeration,

Milk Foundation now placing an ether campaign through Aubrey & Wallace, Chicago.

Spuds has taken 26 half-hours over WWNC, Asheville, and WSOC,

Drugs Dominate Web at 34 Post

Breakdown of time expenditures by advertiser classifications on NBC and Columbia for the first nine months of this year shows the drug and cosmetic faction still dominating the list. Percentage of food income has Breakdown of the experience by a develese transmitted of NBC and Columbia for the first nine months of this year shows the drug and cosmetic faction still dominating the list. Percentage of food income has, compared to the same period for 1955, taken a jump on CBS, while in the case of NBC the trend has been the other way. With NBC this year foods follow the drug and cosmetic group by a wide margin. CBS policy toward proprietary drugs is reflected by the percentage dive this type of account has taken on that network's books and the closeness of the drug-cosmetic and food classifications.

In the instance of NBC last year drugs-cosmetics accounted for 35.2% of the total income, with the food packers next with 33%. Columbia in 1935 had the drug-cosmetic element providing 32.1% of the total and foods 17.4%. This year the NBC split gives the drug-cosmetic element 32.5% and foods 28.7%, while the Columbia analysis shows the former rst place with 22.4% and the latter accounting for 22%.

Outside of automobile accounts the shifts in percentages on either network have otherwise been negligible. The percentage of automotives have gone down on CBS, while with NBC it has increased from 4.9% to 8.2%.

Analysis of the gross billings of the networks by industry follows:

	NATIONA	L		
	Nine months	% of	Nine months	% of
Industry	1936	Total	1935	Total
Drugs-Toilet Goods	\$7,741,733	32.5	\$8,045,367	35.2
Food	8,841,437	28.7	7,527,501	33.0
Automotive	1,940,603	8.2	1,127,528	4.9
Petroleum	1.898,851	8.0	1,801,182	7.9
Laundry Soaps	1,453,705	6.1	1,445,504	6.3
Tobacco	1,185,717	5.0	968,960	4.3
Miscellaneous	637,552	2.7	132,643	
Radio .	420,940	1.8	292,515	
Financi	237,398	1.0	326,486	
Paint	212,618	.9	3,328	
Stationery	193,224	.8	15,744	.1
Building	181,839	.8	173,525	.8
Confectionery	140,786	.6	292,444	1.3
Clothing	137.521	.6	239,250	1.0
Office Equipment	132,096	.6		
House furnishings	127,317		101,186	
Jewelry	110,300		37,537	
Machinery	50,862			
Schools	58,752	.2	31,044	
Shoe	54,002 **	.1	a	70.2
Travel	26,640	.1	44,680	.9
Brewing	9,250	•	209,939	.9
Garden	1 4		15,048	
Sporting goods			5 6 -	
	A - 1 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2	· · ·	400.000.444	100.0
Total	\$23,800,143	100.0	\$22,830,411	100.0
• Less than .1%				
ý	COLUMB	IA		
l:	ine months		ine months	% of
100	1026	Total	1935	Total

1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	1.0	-		
• Less than .1%				
7	COLUMBI	A		
Industry Automotive Building	ine months 1936 \$1,496,888		ine months 1935 \$1,633,439 12,546 1,405,982	% of Total 13.50 .10 11.62
Cigars, cigarettes, Confectionery Clothing and dry goods		22 44	582,473 10,111 3,893,259	
Drug prod'ts and toilet g'ds* Financial and insurance Food and food beverages	3,433,912	22.08	2,106,875 6,152	. 17.41 .05
Garden House furnishings Jewelry and silverware Lubricants and fuel	177,816 500 1.193,511	7.67	335,258 740,653	2.77
Machinery and supplies Office equipment	36,990 261,800 80,150	.24 1.68 .52	8,494 105,004 149,482	
Paints and hardware Political Radios	208,225 542,150 32,705		419,850 53,210	
Shoes Soaps and Housek's supplies Stationery and publishers	767,483		304,530 300,543 1,470	2.52 2.48
Travel	111,570 423,749		29,594	
	\$15,550,070	99.99	\$12,098,925	99.98

Charlotte (N.C.) for off-the-wire recordings the Ed Wynn series skedded for the NBC Blue. Two Dixie stations couldn't clear for the regular web offeri

Ballard Golden Oil appointing the Vox agency, New York, and will use

Pittsburgh Plate Glass signed the paint end its account to Maxon.

George F. Stein Brewery, Buffalo, starting a 'Musical Scoreboard' over WGR, Buffalo, Saturdays, 6 to 6:25 p, m. Idea is to give pigskin scores intermingled with songs and chatter by Clint Buehlman and Bob Schmidt. Armand S. Weill is agency.

Yeast (seasoning) using ra-dio through Wortman, Barton agency, New York.

Viviny Perfumes (Swedish Frost cosmetics) appointing the White-Lowell agency, New York, and will use radio.

Dodge Motors. Ruthrauff & Ryan disc campaign.

Nehl, Inc. (soft drinks) producing a series of half hour platters through Jean V. Grombach in which Jack Dempsey is starrer. Discs will re-enact famous Dempsey fisticuffs, plus orchestral, and variety stints. Series

Gillette Song Folio Cold: Royalty Costs, **Trouble Kills Notion**

Gillette Razor has even up the idea of turning out a souvenir song folio for its Community Sing' program over CBS. Project struck a snag last week when the Music Publishers Protective Associ jected Gillette's proposal pubs accept a flat \$25 for every song used in the folio.

MPPA meeting which acted on the proposition, opined that the Gillette offer could not be considered as an

MPPA meeting which acted on the proposition, opined that the Gillette. offer could not be considered as an association matter, which move left the blade outfit no alternative, but to negotiate with individual publishing houses. Subsequent to the meeting several publishers approached Ruthrauff & Ryan, agency on the Gillette account, which offers to turn out a folio for the commercial; but encouragecial, but

will be released around the first the year vi the James Greene agency, Atlanta

Fleischmann's Yeast test announce-ment campaign, in a few selected spots, draws to a close on Nov. 1. Anticipated that a bigger schedule is in the works as a result.

Scott Tissue, through Warning Thompson, is requesting info

(Contin

CBS Sponges Down NBC Arithmetic With Vinegar As Gross Feud Flares

Feud which CBS has been carrying on against NBC dollar volume computations has cropped out again via a publicity handout CBS is distributing. Piece is captioned CBS nine-months billing sets all time record, and goes on to say that this cumulative total 'tops all figures previously set for a similar period by any single network' and that 'figures for regional programs on the CBS Pacific Coast hookup have not been included.'

Pacific Coast hookup have not been included.'
Pointed dig about exclusion of Coast billings is with the web's theme that the NBC heed's monthly billings are extra high because of Coast revenue. So exercised has CBS become is matter, that on a recent occasion trade journals were phoned and given a short mathematical treatise about NBC's figures.
New indirect blast follows on the heels of NBC blurbing about rising dollar volume. NBC Red for the past couple of months has been topping CBS, with the latter claiming some of this margin was because of Coast reverue. NBC has made no comments on the matter whatsoever, beyond unofficial opining that if the coin flows into the till it should be recorded.

Preston Off WIND

Chicago, Oct. 27.
Walter Preston is out again as national sales manager for WIND, the Ralph Atlas station in Chicago-Gary. He was out and back about a month ago.

Reported illiating with station rep outfit locally on sales end.

CBS' Western Sales Promoter
San Francisco, Oct. 27.

Oscar Reichenbach, formerly of the Call-Bulletin promotion department, is the new sales promotion manager for CBS in Callfornia, Reichenbach, Gove is an erstwhile bass-baritone for CBS in Callfornia, Reichenbach warbler, in which chapacity he upspread on several web stanzas. Also Furniture Retailing Magazine here was once-associated with the Met Op and chicago Civic Op.

Hatchette Joins WMCA

Hines Hatchette, heretofore radio head of the Moss Associates ad agency, has joined WMCA, New York, sales rep. Ditto B. M. Middleton, once com-mercial manager of WFMD, Fred-erick (Md.).

Texas Quality To Reorganize After WOAI Quits After WOAI list Purchase of WOAI, San Antonic by Columbia ends the Texas Quality groups a now constituted but Martin Campbell of WFAA, Dallas, is now engaged on blueprinting a future setup of the regional as and of American James (1888). The Campbell of American James (1888) and (1888

Purchase of WOAI, San Antonio, by Columbia ends the Texas Quality group as now constituted but Martin Campbell of WFAA, Dallas, is now engaged on blueprinting a future setup of the regional as and when WOAI steps out.

Other outlets in the TQN besides WFAA, Dallas, are WBAP, Fortworth, like WOAI, are currently worth, and KFRC, Houston, all three of which, like WOAI, are currently entire with MBC. As soon as the WOAI deal is approved by the Federal Communications Commission and the station's contract with 'Ed Petry is adjusted Columbia will assign the representation of, WOAI, to its own subsi , Local Sales, Inc.

Ayer's Musical Director

Network Chart

NBC NEW PROGRAMS

Axton-Fischer (Spud cigarettes):
Starring Ed Wynn, Saturdays, 8 to
8:30 p.m., beginning Nov. 14; for 52
weeks. Basic Blue, WCKY, WIRE,
NW, SW, KTHS; rebroadcast, 12 to
12:30 for KLO and basic Pacific Blue,
rown & Williamson (Kool cigarettes): Starring Jack Pearl, Mondays, 9:30 to 10 p.m., beginning Nov.
9: for 52 weeks. Basic Blue, WABY,
WCOL, WCKY, WOOD, SE, SC,
KLO, and basic Pacific lue.
American Bolling Mill Co.: Unnamed show, Sundays, 8 to 8:30 p.m.,
beginning Nov. 29; for 26 weeks.
Basic Blue, WSAI, WIRE, KLO, basic
Pacific Blue, WSAI, WIRE, KLO, basic
Pacific Blue (WIRE on 30-day
moval basis),
MBC RENEWALS

NBC RENEWALS

CBS NEW PROGRAMS

of American banks: Philadeiphia Orchestra, Fridays, 10 to
10:30 p.m., beginning Nov. 13; for 30
weeks. Albany, Buffalo, Chicago,
Cincinnati, Cleveland, Des Moines,
Detroit, Indianapolis, Kansas City,
Louisville, New York, Philadelphi,
Pittsburgh, Providence, St. Louis,
Syracuse, Toledo, Rochester, Aflanta,
Binghamton, Denver, Fort Wayne,
Jacksonville, Milwaukee, Minneapolis, Roanoke, Salt Lake City,
Savannah, South Bend, Tulsa, Los
Angeles, Francisco, SeattleTacoma.

Radio Roundtable Group Takes 1st Step; Seek Standard Basis For All Station Rate Cards

Elaine Barrie's Poetry

Elaine Barrie, John Barrymore's protege, has turned poetry reader, and now has a weekly 15-minute period over WMCA, New York, to chant organ accompaniment chant organ accompaniment. Started her first stint last Thursday Job is cuffo.

NBC Banquet's Limited Space A Social Groan

NBC finds i in a quandary in making up the invitation list to the dinner it is putting on at the Waldorf Astoria hotel next Monday (9) as part of the network's celebration of its 10th anniversary. The dining capacity of the room is limited to

1,500 persons.

Invitees will include the members of the Fe deral Communications, Commission, leaders in the various professions, political figures and officials of RCA and the latter's various subsidiaries. Network has also invited the heads of all the broadcasting systems in European countries and South America, as well as foreign dignitaries stationed in the country. It is proposed to entertain the foreign delegation in other ways, with scientific demonstrations and a tour of Nisgara Falls included: Louisville, New York, Philadelphi Sitsburgh, Providence, St. Louis, Syracuse, Toledo, Rochester, Alianta, Binghamton, Denver, Fort Wayne, Jacksonville, Milwau ke e. Min-neapolis, Roanoke, Salt Lake City, Savannah, South Bend, Tulsa, Los Angeles, Francisco, Seattle-Tacoma.

(Note: New programs or renewals for more than 13 weeks are generally cancellable in cycles of 13 weeks on 30 days notice.)

Jack Paar, WiBM (Jackson, Mich.)

Jack Paar, WiBM (Jackson, Mich.)

Announcer, to travel for his health, Earry Payne, previously with Seinettific demonstrations and a four of Niegara Falls included:

R. W. Bennett and W. R. Marshall have joined staff of WZXBY, have joined staff of WZXBY, have joined staff of WZXBY.

Kansas City.

itial move of the five radio station sales reps who have banded to-

gether into an informal for promoting spot biz will be an attempt at standardization of rate cards. Quintet comprised of Weed, Hibbard Ayer, & Aston, Rambeau, roadcasting 🦳

System, held a second meeti (23) at which the rate card

matter, which would 35 stations, was iscussed. bilities now are that Wilson-Dalton-

Robertson (represented by Graham A. Robertson) will also come in bringing the number stations to be contacted for rate card uniform-

ity to over 50.
Suggestions tentatively outlined, would have every station set its half-hour rate at 60% of its base (hour). rate, while the quarter-hour rate would be 40%, the 10-minute rate 30%, and the five-minute rate 20%, and the five-minute rate 20%. Discounts likewise would be set in standard brackets. One to 13 times would be fact, 13 to 25 times would be 5%, etc.

Simplify

IN ADDITION to the area for which advertisers pay, WLW has an audience so large that it would be more than adequate for a station such as WSAI. * And WSAI today is the fastest growing station in Cincinnati with an increased business of more than 400% over the same period last year.

Marion & J Jardan Charles Laveer Ted Weems Nuedham, L. & B KELLUGG

SEELANGE

S.30-Dally Ex.
SILESA-TVZ
Irean Wider
Milton Reteabers, planist
N.W. Ayer
N.

:30 a.m.-WWAF Raiph Kirbery Al-& Lee Reiser *Preshry.

ACKADDEN Crue Store) 9:30-F-WRAT

Court, Huma Relations: Percy flemus

'Wife Saver' Allen Prescott

MODERNA EGGS 4:20-TR-WIZ Por Workers Hairy Swan *Clements MILL 9

NETWORK SPONSORS

WEEK OF OCT. 28-NOV. 3

(ALL TIME EST)

Commercial programs are listed alphabetically under the advertiser's corporate name. Asterisk indicates advertising agency handling program.

Where sponsor has more than one network program listed consecutively.

listed consecutively.

All time is P. M. unless otherwise noted.

Abbreviations: SU (Sunday); M (Monday); TU (Tuesday); W (Wednesday); TH (Thursday); F (Friday); S (Saturday).

NATIONAL

Red-WEAF

Blue-WJZ

Grand Hotel

Anne Seymour Lester Tremain Betty Winkler Aubrey, M. & W.

10-M-WEAR

ACME
5:30-StWEAF
THOME-SMITTER
SMITTER
HOME-THOME-SMITTER
FAITHER
HOME-T David Harum'
Witner Waiter
Peggy Atlenby
Paul Stewart
John Mac ryde
'Blackett BOWEYS P.m.-Tu-Th-WEAE

AMERICAN ME PRODUCTS

While Steeps:
Steeps: (Anacin) 7 p.m.-Th-W-Th-WJZ James Goss

'Comer

'ARRISTOS, ATKENS

(Sa) Hepatica)

9. W. WEAR

(Tpana)

Fred Allen

Portland Hoffa

Peter Van Steedan

OAMPAN

10 pm.-E-WEAR

First Nighter

Don Ameche

Barbart Landy

'Aubrey, M. & W. W. Sa'

'35-Sa-WEAF

Gouls Fallitope)

19 am. M. Tree E.

Young The E.

Young T

Mand Maller M. Eastin Ruth Lyon Erwin, Wasey Ervin. Waser GITIES SERVIS. F.P. WEAT Tearles Dragonete thearle. Hearden, is Reyelers Laton Tornias LATONT CRELISS (Fond's) 9:30-Tu. WAZ Himbands & Wives' All Prown "J. W. Thompson "J. W. Thompson

FORD Fri-9:00-W. Fred Waring's Pennsylvanians Tom Waring Vera Brodsky

Harold Triggs Harold Triggs
Rosemary Lane
Priscillin Lane
Polety McClintock
Johnny Davis
Feene Buckner
Charles Newman
Charles Tribus
Stank
S

Margaret Speak Wm Daly's Orc Youal Ensemble Sweeny James

TITCH 1:45-Su-WEAD

A 145-5a-WEAP

Morin Siners
Innut Piers
Innut Piers
Innut Piers
Innut Piers
Innut Piers
Innut Piers
We Saw WJZ
Innut Piers
Was Jeanette Ruper
Gino Palmiso
Jerry Markham
Mark Martnow Ore
Young & Rubicam
Si36-5a-WJZ
Innut Piers
Innut Pi

Show Rost Estay Ros Helen Jepson Honey Dean Sam Hearn 'Molasses' n' Pat Padgett Pick Malone Ross Graham Al Goodman Benton & P

Goodman (Jack Beiling
Jack Beiling
Mary Livingston
Kenny Baker
Don Wilsson
Phil Harris Orc

GENERAL
ELECTRIC
4-M-WEIG OF Charm'
Filtur of Charm'
Jane Armatron,
John Giambon
Wm. Myers Jane Malkabus
Jane Malkabus
Jane Gong Gian
**Blackett-S.-II.
GEN'R' MOTOR'**

*Blacketts,-il.
GEN T. ROTUN'S
10-Sa-WEAF
Manneapolls Symph
Maria Jestiza.
Erro Rapes, Dirita
GENERAS, SHOE
10:28-74, WW.
Portraits
mony
Ted Weems Orc
*C. J. Clark, inc.

GOODYKAR TIRE
7:15-M-W-F-WJZ
Literary Dises
Poli
John B. Kennedy
Kudner, Inc.

Relations
Percy Hemus
Nod ever
Wilmer Walker
Alice Reinheart
Rita Johnson
Helen Suring
Vora Allen
Fråd Felice
Lucille Wall
Allyn Josiyn
*Arthur Kudner
Washntijn Son John Lt. Sennedy
BOUNSTRULE
BOUNSTRULE
BUSHTRULE
LUM
BUSHTRULE
BUS Winhattun Soon :30 a.w.-Tu & Th

Col Jun Healey
Laighton-Nelson
Madel Albertson
Madel Albertson
Madel Albertson
Madel Albertson
Madel Albertson
Madel Albertson
Maton
INT. SLINER
JUNEAU
JUNE Ploor Way!
p.m.-M-WEAF
fither Meties &

MALL TO THE NEW TOOK OF THE PROPERTY ADDRESS ADDRESS WORLD WORLD STATE TO THE PROPERTY OF T

Toung & State

10 Park

100-F-W.

Deach Well v. Lines

Solven W. Aventon

Jean King

John Sing cryde

Jeff Hegent

McCane Greeke

Anns n Anty Presentan Gosten Charles Carrell Jord & Thomas PHILLIP, MORRIES **-Th. WEAP. Phill Lucy Loratta Cleinens 3 Newerlington Resonance Circ Bion Boys

Charles Martin PILISBURY

Tudaya Children'
19:15-Bally-WEAF
Irinia Pallipa
Waller Wicker
Reas Johnson
Ireene Wicker
Larry Cillman
Fred Von Amos
Iran BicCregor
Hutchinson (Chase & Sandora)
SLOAN'S
(Liniment)
9-M-WEAF
20,000 Years in Sing
Sing
Warden Lawes
*Cecil-W-C. PRINCIPAR

PMS NUTES

6:32-50.-TWEAF

A Tale of Today

loan Blaine

Hayvey Hays

Charlette Fillogradis

Robert Griffin

Harriette Wilmer
Frank Parcelli

Inshel Rinnologh

23:3 Dality Ex. Sa.

Su-WEAF-11:30

.un.-W-Z

Vit & Sade

*Dlow.

LADY ESTHER

:39-Tu-W-WFAP

Wayne King Orc

*Slack-Globe

LIPTON, INC. Vic & Sade Vit Van Harvey Hilly Idelson Bernardine Plynn Bernardina Plynn
(Ivory Soan)
S:45-M to R-WEAP
The C'Nellis'
Kate McTomb
Ione West
Ion Preserv.
LOOSE WH.ES
Sa.-WEAF
Snow Village
Sketches
Arthur Allen
Parker Fonnelly
Newell-Emmett

Janice Gilliert
Silaritume
Silari

Pediat (Vory Sound (IV) (Vory Sound (IV) (Vory Sound Sur-WJZ Postel Singer Sdward Machinellackman (Ivory)

Allen Prescott

Preck

Matters 1.

Althe Selver 1.

Athe Selver 1.

Ather 1.

Athe *Blackman //wergh 9:45-M-Th-F-WJZ Park They alg *Blackman subskin 0478 Co Fettenmeyer's Klo-

SALANER OATS CO KAILANINEVER KIO ARTHURANEVER KIO ARTHURANEVER KANIUMA VALIDA, JERGON HOLD, JERG

Tarlina Talles
Josef Knestner's Or Charles
(Tasken Pirena)
5-15-11 to F-MKR-K
Tom Pilk Straight Shortens Tank Holden Percy Hollen Panch Bows 3 Jana Cins *Gardner

HAPPO (** 1)R 18-F-WAZ her Flel's Orc

Shee Flet's Or Jan Fee co-Dana'd Towne Bon Outtor Fred 171al

B. 3Z. Varge 15 and 13 A. Milfon Consolv B. Kennedy Prentc/Plack, Co. decto

Hood A Hill Saludo O Hill Harriv Sasulk O Harriv Sasulk O Harriv Sasulk O Harriv Sasulk Myshev Chef Med and Erick, Med and Erick, Med Harriv Erick, Med Harriv Erick, Med Harriv Harriv Harriv Med Harriv Myshev Lytell

Audrey Egan

TORACCO CO.
(Lucky Strike Clgs)
10-Sa-WARC.
our. Hite Parade
stud Sweenstak
Bob Hardar's ro
lands/Clack
Strikt Dick
Songsmiles 4
*Local & Thomas ACA - E Tromas ATLANTIO - REFINING 116 n. Th. Su-ARC - Spritcast - Ted Ing . Ted Ing Smith Ballew
Edward E. Horlen
A. A. Stagg
Peggy Stauting
Jack Gardiner
Anthrivery to and Dec

4 Watt Thomason SHE?WIN-WHATAMS 2 poly-Si-WEAF Met. Of ra-Audi-tions Wiffred Pelletter Beward, Julysson 2C, W.

Bet Grange Malcolai Clairs Shielnire Qt. 1911 Childs Pettz Clark Inc. Cacsons arry Rogen

16:30-Fri 7 p.m.-Sat WEAE Grangs Harold 'Red' Grangs (Chart & Sanborn) SLOANS (Liniment) -b-M-WEAE Sanborn Tollogo Yeara is Sanborn Weaten Lawes Weaten Lawes Weaten Lawes

Blacket

(Phillips Mag)

(Phillips Mag)

Side-M-WWZ

Melolland
Abe Lyman OroOliver Smith
Beralce Claire

Blacket
(Dr. Lyona-Fowder

*B.m.-W-WWZ

Revue do Haria

Punale Frise

Victor Arden Ore

Blanket

STUBERAKER 9:38-31-WESE Studeble'r Chame Richard Himber C oche Williams

SONOTONE
4-Te-WEAF

'Cheerlo Musical
Mosales'

'Topping & Liloyd

Mosales Java Topping & Java Topping

occie villinim characteristics of the control of th

(Bayer's) :30-9u-WEAF

8:15-bt-16-Mon Saidh Said Harry Cambol Wasey Cambol Wasey Cambol Wasey Cambol Wasey Cambol Grapa Julea Kaware Woodhajira va Sita-Sa Way Ramona Kamara Kam :30-Su-WEAE American Album Frank Munn Juey Minnos Arden & Arden Die Haenschen On Bert Hirsch (Phillips : Mag)

9-F-WEAR Waltz Time the Lyman Ore Bernice Ciaire Frank Munn

COLUMBIA WARC AFEILLATED PROD. Louella Parsons Raymond Paige Or

AFFILLATED

Effina Weitliere
Honna Weitliere
Honna Weitliere
17:260-JF-WASC
Romance of Helen
Virgina Clark
Marie Nelson
David Golhard
David Go (Tomato Juice)

WABC

Burns & Allen
Jinimy Newell
Ken Niles
Henry Wing's Orc

Th - 17'

**That Ward And Wason Fred Ore Collins I. Brin Skiers Ambistandors 4 Collins I. Brin Skiers Ambistandors 1 Collins I. Brin Skiers Ambistandors 1 Collins I. Brin Maria M

MANUEL N. PROCESS OF STREET OF STREE

AMERICAN TOBACCO CO

CAMPBELL

F-F-WABO Hollywood: Hotel: Tone and Get It Edward Arnold Frances Farmer trances Tangfor Anne Jamkon Dick Powell

Coulterant & yan
Oblished & yan
Oblished & yan
Oblished & yang
Palmulve Come On
Lot's Sing
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PORO WATOR G-Tu-WARC

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pilch, Gold Medal
Plour, Sofrasilic
10 a.m.-M to FWABC
Retty and Bob
Ellzabeth Relier
Lester Tremayne
10:15 n.m.-M to FWABC

Modern, Cidderelia

WABC.
Wadern Cinderella.
Rosemary Dillon.
Eddie Deen
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10:50 a.m.
WARC

New MARQ
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B-33 Nino N cont N Key Thomsson and Rhythm Stager Ray Healtherton Any Realtherton Ange Kostelan

(Continued on page 42)



ng & Rubleam KCSPR 11-0 (Force)



Your sales message goes across in northern California and spans Nevada, Idaho and Oregon - when KPO carries your campaign. A long established favorite in this

SAN FRANCISCO'S

OTHER BRIDGE

for results. Let us show you the KPO 50,000 WATTS
NBC Pacific Coast Red Notwork
SAN FRANCISCO

populous region, KPO has a proven record

Completely programmed by NBC

45 Licenses Granted So Far in 1936:

May Be 700 Radio Stations Soon

There Here and

Jean Colbert, N. Y., dramatic actress, spotted three KNX (Hollywood) shows within week after landing on Coast,

Milton Watson and Peggy Bernier being ogled for Coast shows after washing up p. . route.

Tom Harrington shoving east for a week of huddling with Young & Rubicam home office execs, in be-tween Jack Benny shows.

Lolecta Hiebert added to Dave Carter's CBS publicity staff in Hollywood. She ski down the street from Columbia pix studio.

Goose Creek Farson, airing over CBS from Hollywood thrice weekly, may take on another prod-uct of his sponsor for an additional two nights.

Katherine Taylor resigning as production aide to Diana Bourbon, ducer of Burns & Allen show in Hollywood, with Chicago

Jackle Cooper set for guest spot on Sears-Roebuck show Nov. 29, was with NBC conti production depts.

Ruth Chatterton will try out her pipes on Iry Cobb's Paducah Planta-tion, Nov. 1. She was a stage warb-ler before the flix grabbed her.

Louis Dean of Campbell-Ewald is in Hollywood with a guiding hand for the Oldsmobile show at NBC studio.

H. Rosson down from risco and pitching his desk in the press headquarters of J. Walter Thompson agency in Hollywood.

Celumbia will join the mazda display on Hollywood boulevard when a huge neoned CBS sign will hang out from the Music Box. Former legit spot gets face lifting next week with modernistic white effect to doll up the front.

Lux, Camel Caravan and Burns and Allen air from the spot.

Julie Dillon, legit actress, is back on the air over San Francisco sta-tions after with Henry Duffy players.

Carefree Carnival Lines

Up Signal Oil Company
San Francisco, Oct. 27.
Carefree Carnival, NBC variety
how which has been aired for more Carefree Carnival, NBC variety show which has been aired, for more than four years coast-to-coast networks from San Francisco, will be bankrolled by Signal Oil starting Nov. 20 over a Western Red web. Show will be broadcast 7:30 to 8 p.m., PST, Fridays, using a cast which includes Larry Keating as emcee; Helen Troy (Susie at the Switchboard) Charles Marshall and his Mavericks; Irving Kennedy, tenor; Williams, Sisters, harmonytrio; Meredith Wilson's ork, and additional comedians. Miss Troy returns to the NBC staff for the program after several months in Hollywood.

wood. Carnival's only previous sponsor was Crazy Water Crystals a couple

of years ago,
Show is produced at the Community Playhouse in the Western Women's Building before an audience of more than 600 people.

PEDAGOGS' STATIONS **GET TIME INCREASE**

duction aide to Diana Bourbon, ductron aide to Diana Bourbon, ductron of Burns & Allen show in Hollywood, agency.

George Gershwin coached University of California' at Los Angeles giee club for Packard broadcast.

California's Hour conticute after election under sponsorship of state's chain stores, which used show to fight chain tax. Jack Runyon of Lord & Thomas stays on producer.

Ed Lester dished up special number for his client, Francia White, to sing on Camel Caravan, Nov. 3.

Owens Dreaden, KHJ (Los Angeles) manager, prowling the Friscobay region for new biz and program ideas.

Nash clowning up The Queen's Husband' for Charlie Ruggles)

Rugger Husband' for Charlie Ruggles on Every Latham named program manager of KFWB (Hollywood).

Julie Dillon, legit actress, is back on the air over San Francisco stations, after with Henry Duffy of Minnesota). WCAL (St. Olaf college, at Northfield) and WTCN, Twin Cities' newspaper-volation of the two and granting of state's feath of entertai

Ext Lester dished up special number for his client, Francia White, to sing on Camel Caravan, Nov. 3.

W2ZE's Longer Hours

Station W2XR, high fidelity outled the program ideas.

Nash clowning up The Queen's Husband' for Charlie Ruggles) manager, prowling the Friscobay region for new biz and program ideas.

Nash clowning up The Queen's Husband' for Charlie Ruggles on Camel Caravan, Nov. 3.

Reverly Latham named program manager of KFWB (Hollywood).

the year.

With thirteen okays for construction given in the last fortnight, total number of transmitters authorized in 1936 has risen to 45. New station applications, meanwhile, continue to flood the FC.C's broadcast division at the rate of 25 weekly.

Significant development this year is the rush by newspapers all over the country to acquire their own stations. Not only are many of the best-known rags in the country scrambling for new stations, but they are buying up whatever existing transmitters they can find.

Purchase last week of WMC and

ing transmitters they can find.

Purchase last week of WMC and
WNBR, in Memphis, by the Scri
Howard newspaper chai, is typical
of the newspaper chapaign to own
your own broadcast station. The
WMC-WNBR purchase was made
simultaneously with Scripps-Howard's acquisition of a new rag, the
Memphis Commercial-Appeal. Both
transmitters belonged to the Commercial-Appeal, latter; acquiringWNBR from Mullony Chamberlain
only recently.
Scripps-Howard owns other

Scripps-Howard owns other stations, WNOX, Knoxville, Tenn, and WCPO, Cincinnati, besides having several applications pending with the Commish for further purchases.

Newspaper Stampede

Newspaper Stampede
In addition to the general stampede of newspapers for stations, an indication of the trend for the future tie-up between the Fourth and the so-called Fifth Estates can be seen in the award of a new 1-kilowatt outlet on 1250 kilocycles to the St. Louis Star-Times and the recent granting of authority move KGKO, Wichita Falls, Tex, to Fort Worth, where the Fort Worth Star-Telegram will take control.

Another anxious would-be-broad-

caster is the Washington Post, which has been running around circles for several months trying to grab off the facilities of WhAL and WOL. Washington, D. C. Post publisher Eugene Meyer, wealthy Republican, also has an application pending with the Commish for a new station in the same city, though the newspaper's name is not mentioned in the formal request. Washington, Oct. 27.
umper crop of new broadcast stations, authorized by the Federal Communications Commission since last Jan. 1, points to a record of possibly 700 stations by the end of the year.

MERCHANDIZING GETS **GREEN LIGHT AT WBAL**

Baltimore, Oct. 27.

Hearst-owned WBAL has decided to let the ropes down on merchandis and go the limit. Though station has always claimed it was willing to co-op with advertisers in that manner, it never really did, only one other broadcaster. here, WFBR, indulges in merchandising, other pair, WCAO and WCBM, frown on practice rigidly refrairom it.

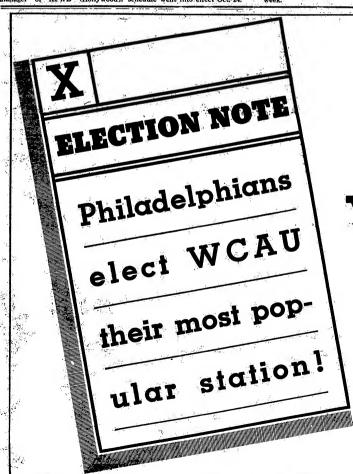
Joining staff of WBAL yesterday (Monday), Edward Codel came in to handle station's new lease on life via merchandising; will also be station's publicité to fill gap left when

via merchandising; will also be station's publicist to fill gap left when Frank Mulloy quit month-ago to become co-manager of station WBAX. Wilkes-Barre. Codel is a recent grad of the Hearst Advertising School, N. Y., where those deemed likely lads are primed to exploit publisher. Hearst's pet projects.

Before bounding into Balto, Codel spent several weeks doing publicity at Hearst-owned WCAE, Pittsburg to acquaint self with radio field.

Neminated As Geochers
Chicago, Oct. 27,
Set on the new Wrigley Script
show, 'Mortimer Gooch,' are Louise
Fitch, Al Hellis, Clair Baum, and
Bob Bailey,
Columbia-WBBM has handed these
performers 30-week contract for
the sea

performers the season.



WCAU

50,000 Watts

PHILADELPHIA

ROBERT A. STREET, Commercial Manager

FRANCIS LEDERER Sketch 10 Mins, SEARS-ROEBUCK Thursday, 10 P. M., WABC, New York (Stack-Gobie)

VARIETY

WABC, New York

(Stack-Goble)

Though one of the highest priced single-shotters in a long time—he got \$3,500 for this one broadcast—the stager of this show didn't choose to wait and rushed Francis Lederer right into the opening of the half-hour show. Producers could copy a leaf from vaudeville and build up to his weekly headliner, instead or was weekly headliner, instead or may be Lederer had to catch a train?

Lederer stacks as suitable air material, though, like Maurice Chevalier, that foreign accent that's charming on the stage comes through the loudspeaker too singsongy. Lederer's personality registered extremely well, though, in a bit with a femme that concerned the ambitions of an immigrant to the U.S.

U. S.

No punch to the sketch, so it had to be Lederer's talent, or else. Had a World's Fair locale, which paved the way for the program's Rotarian theme.

LADIES FIRST
With Florence Lehmann, Clellan
Card
Variety Program
30 Mins.

CRISCO, SPRAY BRITE, RAP-IN-WAX

WAX Mon. to Fri., 3 p.m. WCCO, Minneapolis This participating half hour is less than a month old. Florence Lehmann is a former newspaperwoman. She handles her radio stint with aplomb, and her voice is smooth and sooth-

DAVE RUBINOFF Jan Peerce, Virginia Rae Sengs, Orchestra 30 Mins. CHEVROLET Sun., 6:30 p.m. WABC, New York

(Campbell-Ewald)

WABC, New York

(Campbell-Ewald)

Chevrolet's career in broadcasting has been a consistently shrewd one, but none of the jobs it has done compares with the canny associative campaign involving Rubinoff. It is an association that has endured for three years, taking in, alternatively, NBC and Columbia, and continuously close to 400 stations by way of transcriptions, with the result that years are to the control of the contro

and her vioice is smooth and soothing.

Every day some prominent personality is interviewed on a moot
topic, but always (as title suggests)
the ladies are first. Also, however
the discussion might run, the ladies
get the last word, too, before stint
is gined of politics, books, home ecopoint ever. One day Miss Lehmann
had juves on the period, boys tellin; why they wouldn't want to be
girls, and girls, vice versa. Another day had men and women kiddingly arguing which sex is the ablea
in handling an automobile.

Impresses, as good-humored and
organ team furnishes musical interides, and Clellan Card, WCCO announcer, is a bright note in his
rapid-fire repartee with Miss Lehmann.

Ruth SLENCZYNSKI

BURHSLENCZYNSKI

Sunday, 10 p.m.
25 Mins.

General Motors' guest Sunday (25)
was 11-year-old given in the midst of the
girls and organ team furnishes musical interides, and Clellan Card, WCCO announcer, is a bright note in his
rapid-fire repartee; with Miss Lehmann.

Rush.

Follow-Up Comment

Secony airs its plugs through New England via the play-by-play gab of Rabackground descriptions of Bernard Garland. Both serve in their respective capacities in okay style; and the commercial end is not too heavy. Quickies are slipped in by Gilroy on most times out during the game, but these are not annoying. Garland handles the longer stretches between periods.

dles the longer streums between periods.
Gilroy's voice is resonant and easy to take. He sticks to his job of painting a clear word picture of what's happening on the field. Occasionally his anxiety to follow the ball closely brings out a mixup in names which he quickly corrects; but this one fault has lessened greatly since his first game of this season's series.

TOMORROW'S WINNERS'
With J. Oliver Richl, Fannye Rose
Shore, Fred Waller, Sybii Harris,
Jack Harris, Rausell Wyly, ttis
Devine, and Men's Cherus
Musical, Sports
20 Mins.
NATIONAL LIFE

22 Mins.
NATIONAL LIFE
Friday, 9:30 p.m.
WSM, Mashville
Using musicel numbers just off the
orcsses and selections of sports editors on outcomes for the next dav's
football games, this Friday night
show is a natural for fall season.
Eastern selections are made by
Frank Graham of New York Sun,
midwest by Arch Ward, Chicago
Tribune; southeast by Fred Russell,
Nashville Banner; southwest by
George White. Daltas News; and
south Atlantic by Jake Wade, Charlott Observer:
a little do ut intersersed
with the service of the new tunes that show definite
ica's mart collegiate daning set,
of the new tunes that show definite
sizes of becoming hit tunes tomorrow.
Commercial is that 'tomor-

CAVE HILL SUNDAY PLAYERS With Victoria Vela, John Prince Bartlett Bobinson, Theodore Os-born, Sadle Crockett, Lewis Mer-rill, Betty Heistans, Charles An-

riii, Betty Heistans, Cr derson
Biblical Drama
30 Mins.
CAVE HILL CEMETERY
Sunday, 2:30 p. m.
WAVE, Louisville
(C. N. Mulligan Age
The College of the Colleg

WAVE, Louisville
(C. N. Multigen Agency)

Resembling very closely the series
of biblical dramas aired over NSC
metwork about four years ago, is "is
waxing of the full destament stores
loidest local cemetery.
Series waxed in Hollywood by
Recordings, Inc. Mertens & Price
are the producers, and have turned
in a nice piece of work, the presentation of the biblical plays being a
natural among religious-minded to
build good will and turn attention
of the listeners to their last restinglace, a subject which most people
naturally like to avoid whenever

naturally like to avoid whenever possible.

Program caught (25) was the Old Testament story of Jacob and Esau. First 39-stanzas are taken from the lold bible, while 13 are laid in the new testament. Special airing on Der. 20 will be 'A Child is Borns.'

This is the first and only attempt heally to exploit a arm ry of the apparing and close of program. Local nonuncer sounds dignified, no. during and close of program. Local and affects the the cemetery has been a local institution for several decades, and invites listeners to come in and talk or who muster of a lot. etc.

Hold.

J. GUNNAR BACK Freak Stunt 15 Mins. Sustaining

south Atlantic by Jake Wade, Charlotte Observer.

Grid choices in all the major conflicts are rattled, out interspersed with a radio neview. for America's smart collegiate dancing set... of the new tunes that show cellinit and the state of the new tunes that show cellinit man of becoming hit tunes tomorrow's winners' in game of life are those who adopt National's Sheld plan of life insurance.

Program idea is brainchild of Ed Kirby, sales promotion manager for National Life.

Phil Walkley and Richard Wolcott ioi ing mike staff of WJBY. Gadsden for National Life.

Phil Walkley and Richard Wolcott ioi ing mike staff of WJBY. Gadsden Mullinax added to sale dent. Vernon Stry of WROL, Liknoville, is new engineer replacing J. C. Vessels who has hiked to WDOD, Chattanooga.

DAVEY ADAMS'
With Franklin Adams, Norman Gottschalk, Jess Pugh, Rupert Labell,
Orin Brandon, Jean MacDonald,
Robert Dyrenforth, Olin Soule,
Grace Lockwood, Clair Baum
Script Serial
15 Mins.

Robert Dyrenfosth, Olin Soule, Grace Lockwood, Clair Baum Script Serial 15 Mins.
LAVA SOAP
M-to-F; 545 p.m.
WBBM Chiese Sample-Hummert)
This product of Procter & Gamble is getting a two-way test by the B-S-H agency; one show on WBBM being a live talent program and slugged for the kid trade, while the other show is disced serial and aimed at the femme listeners out in the smaller midwest towns. Whichever proves the more successful will get a coast-to-coast spread on a big.
There is plenty to recommend in this children's program, and the way the kid shows have been selling everything from bread to hair restorer, there's no reason why this show can't do a job for a rough-and-tumble soap product.
From the electrical seemingly solid and sound program from every angle. It's built on a foundation that must get the youngsters' ears, especially the hoys, though the type of adventure described in this show will appeal to the girls almost as much. Tolks a story of a counsisting the search of the sea and pirates generally.

No scarched blood-and-thunder; no zooming through space and down into the caverns, but straightforward adventure yarning, plus come good old home-and the program in the sea and pirates generally.

No scarched blood-and-thunder; no zooming through space and down into the caverns, but straightforward adventure yarning, plus come good old home-and-student or a job to earn some money for himself and ma untit the long-lost daddy returns from the sea.

SHEPHARD BARCLAY

the sea. Gold.

SHEPHARD BARCLAY
Bridge Talk
15 Mins.
Sustaining
Thurs; 9:45 P.M.
WHN, New Yer
Shephard Barclay, bridge expert,
airs weekly over Loew outlet giving flow the sea of the s



ECOND MOST POWERFUL STATI

GYPSY ROSE LEE 6 Mins. FLEISCHMANN YEAST Thurs., 8 p.m. WEAF, New York. (J. Walter Thompson)

(J. Walter Thompson)

Pleischmann took the occasion of its seventh anniversary last Thursday night (22) to account its familiaries with the wiles and general exhanger used by a burlesque strip teacher, the strip of the strip o

demonstrations, which accompanied will continuously recital, was Rudy Villee. Wiss Lee, whom Vallee introduced as the 'toast of the town,' told in detail how she used to ply the baldhead contingent in the Minsky audiences. Vallee acted up nicely in voicing his coy reactions to the lecturer's blandishments. Miss Lee's performance over the air might not have been the dud that it sounded if the program's impresarios had called it quits with the end of the lecture about stripleasing and not had her follow it up with a recital of Noel Coward's Don't Put Your Daughter on the Stage."

It was a dismal six minutes and pretty much out of place on this week your probably allows, and you had been a long as it might be rated as anovelty, even if but an insignificant percentage of the listeners know what it is all about. Again, it must have been an offnight for the NBC bluepencilers.

Odec.

ROYAL ZIEMER.
With Cicliand Card
Feetbal' Prognostications
15 Mins.
NORWAY ANTI-FREEZE
Friday, 10:35 p.m.
WCCO, St. Paul-Minneapolis

WCO, S. Paul-Minnespolis

This sector is pigskin defity—and this stint catches the natives by the ears every Friday night. Ziemer, who does the official, guessing, accompanied by Cleiland Card's pleasanties so as to break up score-calling monotony, batted 393 after his dropped to 883 and batt web and the card were chuckling last Friday (16) night over the fact that he's quite comfortably in front of his 1935 season's average of 370. Right now he's running nip and tuck with Dick Fishell, Varkery's picker, where Fishell merely names the winner and probable betting odds. Ziemer makes it tougher for himself by naming winner and probable score.

Rash.

NAT BRANDWYNNE'S ORC With Maxine Tappen, Dick Stone 36 Mins. ustaining ues. 8:30 p.m. EST HN, New York

WHN, New York.

A case where descriptive copy actually gets across. Orchestra plays in the Casino-on-the-Park in Essex. House which is one of the show places: flanking Central Park South. Plug describes the sweeping vista which the average. listener can easily grasp. It is sent home with some svelte phraseology. Decor is described, always coming back to the park panorama, and it registers. Brandwynne's orchestra plays

the park panorama, and it registers. Brandwyme's orchestra plays standard smooth usic. It is dressed up liberally using the smooth control of the smooth control of the regular schedule, as band broadcasts generally on Wednesday, Thursday and Sunday. Soloists Maxine Tappen and Dick Stone are both good, Band goes in for medleys mostly, instead of single numbers.

OLGA VERNON With Merle Pitts Orchestra Songa, Music 15 Mins. ABELSON'S JEWELRY Tues.-Sat., 10-30 p.m. WNEW, New York (Schillin)

A pert tinpanny musical series with Olga Vernon, songstress billed as 'Sophisticated' Lady' Merle Pitts' orchestra provides the musical frame. Chores are evenly divided on the program between these two. Miss Vernon's voice is adequate. Jewelry firm has a chain of stores in the metropolitan area. Copy first stressed the sweetheart angle pushing its engagement rings. Later it expands on watches and optical aid. On five times weekly in mid-evening groove. No unusual sophistication, however.

MARC WILLIAMS Songs, Talk Songs, Talk 15 Mins. COCO-WHEATS Daily, 7:10 a.m. WGY, Schenectady

Under nom de radio of Happy Hank, Williams is serving a chilren's breakfast dish for Coco-Wreats, new hot cereal produced by Little Crow Milling Co., Warsaw, Ind. Sam-plings, the first week, revealed that it was soggy with contest and prod-uct advertising.

Williams spent about two-thirds of the quarter hours in spiels on the giveaway of 10 train sets or dolls daily. Time devoted to entertaining was approximately three minutes.

was approximately three minutes. Granting the importance of gathering a sizable listening audience at early hour this salvo rides the air, and youngsters' liking for prize offers, one questions whether even their iron stomachs will not eventheir iron stomachs will not eventheir be approached the content of the content o

sheds plugging too.

He possesses a fair baritone (backed by guitar accompaniment), a good range of numbers, a pleasing South-ern-drawl speaking voice, a musical laugh and an engaging personality. Jaco.

CLINTON BUEHLMAN With Bob Schmidt 30 Mins. STEIN'S BEER Saturday, 6 p.m. WKR, Buffalo

(Armand S. Weill)

Meat of the grid scores plus the gingerbread of ad lib clowning by Clinton Bushlman and Bob Schmidt should make this a natural. They break away from the dull monotony of endless score reading which fills the Saturday night air, but at the same time give the Old Grads the dope on what happened to Alma Mater in the atternoon.

mater in the atternoon.

Patter wouldn't be funny enough
to stand up by itself, but gets by
as a variation from feure reading,
Buehlman and Schmdit also use
transcriptions of college tunes and
take a turn at plano and song themselves.

selves.

Invite listeners to phone for special scores or repeats on scores they may have missed.

Sales spiel sounds largely ad lib, too, and has same spirit of informality which pervades whole program.

Reed.

'HUSBANDS AND WIVES'
Sedley Brown, Mrs. Allie Lowe Miles
Talk
30 Mins.
FONDS COLD CREAM
TRES., 930 p.m.
WJZ., New York.

(J. Walter Thompson)

(J. Walter Thompson)
Ocasion of this review is more for
the record than anything else. Only
thing that the program has changed
since the Thompson agency originally took it over from WOR, Newark, is the sponsor. Sedley Brown
and Mrs. Allie Lowe Miles are still
doing a showmanly job with the
stanza and the parade before the
mike of husbands and wives with a
yen for controversy and a tinge of
public exhibitionism is as thick as
ever.

public exhibitionism is as thick as eyer.

Last Tuesday night's (6) installment saw the proceedings lapse into an old vaudeville routine, with the women in the audience applauding for their side of the issue and the men laying it on enthusiastically when the argument favored their sex. It was obvious hokum, but withal the sort that generally clicks with family audiences. Question that divided the studio audience into two applauding divisions, with the women occasionally cutting loss with the books was whether the pater familias should keep reminding the wife that she's dependent on him.

he wife that she's dependent on him.

Conducted with considerably more aplomb and decorum was the debate on the parent should assumed. For a keenly sentimental touch the program toward the end introduced a blind couple who gave voice to the opinion that man and wife are intra-dependent and that love and harmony comes only with the recognition of this principle. Brown and Mrs. Miles prove adept diplomats during their interlocutor intrusions and earn themselves additional credit by the smooth way they keep this thing moving.

Commercial palawer takes no chance on departing from the tried and the triee. It's the old exchange between the announcer and a femme partner. She expresses skepticism, brought, and with on the product are all the product of the prospective customers of cosmetics pretty well pegged, or it wouldn't after all these years be the same routine for practically every such program. Odec.

Cy Carter added to staff of WSOC, Charlotte, N. C., as engineer.

BILLY DUNCAN BILLA Singer 15 Mins. BABNEY'S CLOTHES Friday, 7:36 p.m., EST. WNEW, New York (Schillin)

Billy Duncan, newcomer to local airwaves, made a favorable impression with his ballading on first appearance. Barney program goes heavily for Irish music. After he overcame first tuces of early with nice anneals, voice registered with nice anneals.

vousness, his tenor voice registered with nice appeal.

Opened with 'Old Fashioned Mother,' which certainly tested his breathing capacity to fullest. It is one of those lengthy songs in which diction is half the battle, and Duncan came through. 'Angel's Voice,' his closer, provided opportunity to show more exactingly the range of his voice. Kay Reed's consoling for his second number was particularly adept.

Wear.

ROGER B. WHITMAN Talk 15 Mins. SAPOLIN SAPOLIN
Thursday, 11:45 a. m. EST
WABC, New York
(Tracy-Locke-Dawson)

A cut-and-dried ask-me-a-question stanza plugging better homes via the paint angle. Roger B. Whitman is interrogated by the announce m how to mend the faucet, form wall-paper and fading floor surface. Varnish plug pogs up regularly between Presented in somewhat hackneyed manner, although Whitman relays briskly and covers plenty of ground. Show shifts to Friday morning groove with next week's broadcast. Brail.

WGY PLAYERS Mystery Tales 30 Mins. MARLIN RAZOR BLADES

MARIN RAZOR BLADES
Sunday, 4 p m.
William Bruck Corp.)
Radio's pioneer acting group has
returned with shiver-salvos sponsored by Marlin Fire Arms Company
of New Haven. Last regular appearance of unit, coincidentally, was on
a mystery-story commercial, but
cast for the more pretentious series
has been changed. Only one, Frank
Oliver, of original combination that
made air history with full-length
dramatization in head-ret days,
worked on shot heard.
While several others of new company are veteran mikers, they have
not been together long enough to
(Continued on page 45).

(Continued on page 45)



THE LINLINNATI

. and doing the Real Job for the Advertiser! J.B.Wilson

RADIO SHOWMANSHIP

Stunts, Novelties, Tie-Ups

Outstanding Stunts

MONTHLY PRESS BOOKS MUTUAL NETWORK

Mutual's Monthly Fress Books.

New York City.

New York City.

Mutual roadcasting System is devising a system of equipping all its stations with monthly press books closely resumbling the type of concernicate oblighted issued rograms, etc., will be canned in New York beadquarters by Les Gottlieb, pa. for MBS, and then issued for uniform release.

Idea behind the move is that the handouts ill not only be more uniform, but there will be more of them, and in logical sequence.

Fred Allen

Portland Hoffa

in "Town Hall Tonight" HEPATICA-IPANA

EST WALTER BATCHELOR

S. K. KUSHNER Presents

EARLE, WASHINGTON (WEEK OCT. 30)

And Hi ORCHESTRA

Hotel Ambassador, New York

KQV's rama League Tie-Up
Tie-up between Pittsburgh Drama
League and station KQV are purpose
of sin ulating little
theater and is the produced little
theater radi contest over local station with League putting up \$100 in
cash for a prize. Idea is to have
one amateur group a week for 30
weeks do 20-minute one-acter,
either original or published.
Program itself is to be 30 minutes
but remainder of time will be deing group and some chit-chat and
gossp of little theater activities retailed by Don M. Hall.
Popular vote will be considered
along with decision of judges, most
of them newspaper cricks and columnists, including George Seibel,
Florence Fisher Parry, Karl Krug,
Vanda E Kerst, Si Steinhauser and
Deltiburgh Duma League also
sponsors annual amateur competition
among little theatre groups in tristate district with cash and trophies
for prizes. Time is being donated
by KQV and will hit the air waves
every Sunday afternoon at 4:30.

Box Office

Box Office

WJBY claims highest local comment on stunts for the hookup made with the Princess Theatre while Anthony Adverse! (WB) was showing there.

Station had an announcer call up the theatre, while the phone was hooked to the transmitter. Conversation ensued with the girl in the ticket stall anent the pic, such details as number, please, etc., being completely authentic.

WSIX Seeks Own Niche Nashville.

WSIX Seeks Own Niche
Nashville.

Ing its policy to present program in contrast with offerings of
the two other Nashville stations,
WSIX 100-watter, has inaugurated
WSIX 100-watter, has inaugurated
to the purpose of the stations of the stations of the purpose of the stations of the purpose of the stations of the stations around that hour include market reports,
farm programs, and church services. Sponsor will follow through by trying to get the eating places to replace 1925 radios with new receiving sets for the benefit of luncheon
patrons.

A Little Humor in Politics Washingto

A Little Humer in Politics (Ashington, Relaxation, for, those who are terring the last stages of campaign dementia was offered tonight by National Broadcasting Company.

In a broadcast over local station, MMAL, 20 maninequins will do their stuff at Washington's swanky Shoreham Hotel—10 gals on each team, representing Democratic and Republican candidates.

"Models will strut before the hotel's guests, who will be asked to vote for the two 'teams. Applause will be measured by a special applause measured by a special applause men archine to defermine the popularity of the respective parties.

Campaign-weary business men are expected to turn out in large number to layer special special special control to the company of the company of the respective parties.

Campaign-weary business men are controlled to turn out in large number to layer special special special controlled to turn out in large number to the properties of the controlled to turn out in large number to the properties of the special s

once—will replace Elephant combine. Strickland Gillian, Washington humorist, will be the m.c.

WMCA High

WMCA New York City.
WMCA has worked up a stunt which requires an outlay of less than \$50 per week for raw materials, and sie designed to garner interest of the high school pupils throughout Greater New York. Station is a ming to capitalize on a potential audience of about 250,000 students.

Program, which goes on six - week in quarter hour batches starting next Saturday. [31], is labeled High (Continued on page 58)

Political Wax For Foreigners **Omits Finesse**

Baltimore, Oct. 27.

Humorous to station managers are the translations of the five-mi. discs dealing with politics which both Repubs and Democs have been spotting around country in half a doz. lingoes for foreign-born listeners. Station managers peruse translations before ok. ing discs, and have been noting hat they're worded with sparse dignity, waste time with fancily, flown; phrases, and offer but brief, fundamental promises. Both sides refer to candidates as simply 'Landon', and 'Boosevelt', and about all each side stresses' more and better to candidate as simply 'Landon', and 'Boosevelt', and about all each side stresses' more and better jobs, and more money. Publicity committees that have been getting up the foreign-lingo recordings evidently believe patly patterned speeches lost on listeners reached.

Dises are in Polish,

ELECTION NEWS AND CITY EDS UP AGAIN

Philly's annual Election Night Radio Follies' is about to be staged, and local broadcasters, scribes and politicos are all busy memorizing lines, trying on fright wigs or just standing in wings hopping. The boys work themselves into a lather every year at this time, but the Dear Old Public never knows anything about that. It's just the silly season. Whole thing centers around station competish, to scoop each other on ethering election returns. There's beaucoup of dashing about lassoing sponsors, which is always soberest part of proceedings. After that it's every microphone for itself. As things, now stand, WcAU and KXW-figure on taking returns from United Press. WFIL has INS and UP service. WIP expects to grab returns from city room of Philadelphia. Inquirer, morning daily. WDAS derstood il ing connections with party-headquarters.

City Editors' Association.

City Editors

Where headaches always come in its with City Editors' Association, which supposedly controls news from Election Board' Supposedly is word for it, because last year, after all agreed bar io from Election Board results, ended ishing out returns. And this year same

agreed bar io from Election Board results, ended ishing out returns. And this year same situash is coming up. So it now-looks as though, in addition to various factors fregular wire service, all will try to creep into various local city rooms. All paners will probably deny they intend dishing out returns, but all will probably do it. Meanwhile each station's press agent issuing statements showing why bis outfit can's possi fail to get all news far ahad of rivals. As for soonsors, WCAU has Peo Boxs, KYW has Koopers Koke, WFIL and WIP have Gréystone Wines WCAU, rijanning all-evening, visual vaude, show and broadcast from Academy of Music stage, is only one varying studio variety show setup. And while broadcasters tear around with plans for those "Jo-second soons listeness will handly keem with plans for those 10-second scoops, listeners will blandly keep tuned to one station and never know or care who scooped or why. It's the silly season.

WXYZ's New Tower

Detroit, Oct.

Work has been started out vertical radiator antenna and new transmitting equipment at WXYZ. Lynne C. Smeby, technical supervisor, expects work to be dnished by Jan. 1. When completed new tower will rise 474 feet. radiator antenna and new transmitting equipment at WXYZ. Lynne C. Smeby, technical supervisor, expects work to be dinshed by Jan. 1.

When completed new tower will rise 474 feet.

Off to Buff, New Style

Buffalo, Oct, 27.

Announcers' exodus from WGR
WKBW recently capped by departure yesterday of Stuart Metz, studio vet, to become a member of NBC New York spieler staff.
Others who have left are in Campbell and Doc Gallap to Clevelland, Johnny Boyer to Boston.

Network Sponsors

(Continued from page 33)

om page 337
King Sisters
Radio Rambiers
Jerry Bowne
(Tapfes Gondinan
Dorothy Russell
Alvino Rey
*Hays MacFarland
SWIFT & CO.
(Sunbrite)
-W-F-WABO NASH MOTORS p-Sa-WABC

*Stock-Gobie
TEXAS CO.
TEXAS CO.
TEXAS CO.
TEXAS FIRE Chief
Eddle Cantor
Harry Binsteln
Dennina Durbin
Robby Breen
Jimmy Wallington
Jacques Renard s.Or.
*Hanft-Metzger

J. Pasternack Ort.
Morse
WARD. BAXING.
6:16-Tr.Tr.B-8WARD.
News of Youth'
Isadie Semman
Jackie Kelk
Ethel Biume
Aifred Corn
Lester Jay.
Joyce Waish
Hanley Storn, Dir Tyletcher & Ellis
WHEATSWA CORE

P.Sa. WABU
Floyd Glibons
Irone Bordoni
Vincent Lopez Ore
J. W. Thompson
NATIONAL ICE
ADVERTISING
(Ice & Ice Boxes)
11:45 a.m.-Tu-ThWABU
'Homemakers Exchange
Eleanor. Howe
Donahue & Coe Lacy Gillman Sunda Love Heiena Ray Donald Weeks Fran Carlon -Parker Wilso Jack Brinkly Robert Romaine Jess Fugh William Amadell Stack-Goble

PHILCO
7:45 daily ex. SaSn-WABC
Boake Carler
Hutchins

SORREST OF THE STATE OF THE STATE OF ASSESSED OF THE STATE OF ASSESSED OF THE STATE OF THE STATE

Jacques Benard's Co-Hunt'-Sicage: 10:30-Th-WABO 10:30-Th-WABO March of CTI William, Geer, Willi J. REYNOLDS TOB. CO. TOB. CO.

{Camel Cimrattes)

9:30-Tu-WABC

'Camel Caravan'
Rupert Hughes
Ren Goodman's Bd
Frank Forrest
Helen Ward

Prank Forrest
Helen Ward
Georgie Stoll-Oro
*Wm. C. Esty Co.
REFUB. NAT'L
TOMMITTEE
THE TAYABO
*Lond & Thomas
ROYAL
TYPEWRITER
639-Th-88-WABO
*Pôtabil Roundup
*Hand-Metzger
SEARS. ROEBHOK
**EARS. ROEBHOK
**E

SEARS. ROEBUCK 19-Th-WABC 'Sears — Then and Now and Now and Now ackie Cooper toot Gibson foring Sis artton. Kelsey's Or ill Robson, Producer ess Ja-

Bess Johnson, Dir.

Finehor E Ellis
WHEATENA CORP
TO AMAY CORP
TO AMAY CORP
TO AMAY CORP
TO AMAY CORP
TO AMAY
TO A WILDROOT CO.

MUTUAL

FELS NAPTHA
1:46-M-W-F-WGN
Tom. Dick & Harrs
Gordon Vandover
Bud Vandover
Marlin: Hurt
Carl Hoetle.
Ed Allen
*Young & unlean

Young & wifeam
FENDRICH
(Donby Clear)
1:30-8-WLW
Smoke Dreams'
Smoke Dreams'
Smithauff-Ryan
FRESH MILK UND.
6:30-7-0-WGN
Stars of Milky Way
Rob Treandler. Oro
Clea Vanna
Dyne
Wallace
Fresh Way
Wallace
Wallace
Wallace
Wallace

Wallace.
GENERAL MILL

GENERAL MILIS
12:45. p.m. M-10-FKid Sis
Befty Jefftles
Billy Trusk
Grace Lockwood
Ray J. Largay
Phyliss Duganne
B.S. Hammert

BAKERIFA
T.20.M.F.-W.WXYZ

shope -Ranger'o
Schill
GRUEN
S.-WOR
"I Flee"
Yancy Noland
Com. Frank Hawks
Allen Joelyn
Mik. Hawks
Allen Joelyn
HEALTH
FROMUCTS
6 p.m.-S0-WOR

Amstern Mich.

Amateur Night

Amateur Nicht
Renny Rubin
Arnold Johnson Or.
Wm. Edity
Wm. Edity
LABORATORES
145 p.m.-M.F.-WGM.
Beauty for of
Alr
R. V. Meedows
Records-SmithFrench.
LEHN & FINK
L. p.m.-M. to
F.
Sothers' Mary
Sothers' Mary
Sothers' Mary

ife Mary Sothern' Minabelle Abbott *Lennen & Mitchel LOCAL DEPART.
MENT STORE
9 a.m. Th-WOR
Morning Matines'
Eddy Duchin
Marjorie How

Marjorle How Len' Doyle Ross Hertz Horace McMahon James Hall *Dorland

Perry Como Elmo Tanner C'try Washburns Red Ingla Pierre Andre Ted. Waems: Orc *Sediers

The Worder Show Thron Wellst Vec Patrick Render Show Need Render Render

CRAZV. WATER p.m.-11-W-F. WOR

CROWN OVERA Pleasant Valles Froile

Pleagnnt Vali Froilc' Charles Seel Dan Carson. Chas, Dameron Hetly L Arnold Florence Golden Charles Wayne Dovore Sis William Greene Claire Grenville Joe.Langar. Orc. **IL W. Kastor.**

LUTHERAN

1-4:30-5n-WLW

*Keily Stahlmanns,
*The John Morrison
*The John Mo

V Marueci-Ore

**SQCIJII

Crooth Powder

19:30 and the War
**Calendar MelodyRas Glerdort

**Calendar MolodyRas Glerdort

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WASEY PROD.

3 p.m., 7:30 a.m.

Su-M-Tu-W-F-WOR
Jacob Tdrahish

The Lamplighter

Enwin Wasey

Eliis Frakes Jiaroid Carr Nina Paisley V Marucci Oro Johnson-Dains

Charlie Williams writing Eddie Horton skits on Shell Chateau.



Presents



NBC

EVERY WEDNESDAY

-COAST

THE 22ND WEEK

BENNY

Every Sunday Ni M. EST

FEEN-A-MINT

MUTUAL BROADCASTING, SYSTEM

"HORACE NIMBLE" MAXWELL HOUSE

SHOW BOAT

WEAF, Thurs., 9-10
Management: LEO MORRISON
.: FRED B. NORMAN

DICK

l incoln, New ity COAST TO COAST NETWORK

Dir.: Mgt., 1619 B'way,

BERNIE Y. C.

THREE MARSHALLS

WEAF - 4:15-4:30 P.M. Exclusive Management NHC ARTIST SERVICE 30 ROCKEFELLER PLAZA NEW YORK

3:45-4:00 P.M., EST LISTEN NBC NETWORK - COAST-TO-COAST · Every Mon., Tues., Wed., Thurs., Fri. WOLE - REG BLOG NEW YORK CITY .. BLACKMAN ADVERTISING, INC.

THE O'NEILLS'

Inside Stuff—Radio

Suggestions for six studies, any of which would require a lengthy period to complete, were introduced at the F. C. C. reallocation hearings by CBS as part of the web's strategy in trying to forestall super-wattage, Whether or not the commish ever acts on any of the suggestions is not known now, but CBS Sugress that its lengthy presentation might be helpful in an emergency to stall for time. Complicated probing devised by CBS calls for research on the following half dozen scores:

1. A study of rural areas to determine what (a) degree of radio ownering; and (b) present rate of set sales and replacements.

2. A study of rural radio listeners to determine (a) attitude toward radio; (b) rural opportunities to listen; (c) rural listening habits; (d) rural coverage day and night; and (e) rural program service.

3. A study of general audience attitudes toward (a) local and remote stations; (b) hetwork and non-network programs; (c) sustaining and commercial programs; and (d) live talent and electrical transcriptions.

4. An analysis of general listening habits over a period of years to determine the trends toward or away from local and remote listening, DX-ing, etc.

5. A study to determine the size and economic status of areas of new 500,000-watt stations with regard to possible changes in operating practice which would follow power increase.

Teapot tempest-over Columbia Broadcasting System's refusal to allow

Teapot tempest-over Columbia Broadcasting System's refusal to allow Senator Arthur H. Vandenberg of Michigan to dress up a political talk with transcribed quotations of President Roosevelt's 1932 speeches died last week when Federal Communications Commission declared no rules or laws had been violated by either party.

Obviously seeking to duck the issue, F. C. C. received sheaf of protests about both Vandenberg and C. B. S. and referred the sizzling potato to the broadcast division. Losing no time, the broadcast cars immediately dashed off a letter washing its hands of the entire affair.

Commish slipped out of the muddle by asserting that no government regulations were broken when Columbia declined to allow the G. O. P. orator to dress up his talk.

With charges that both the Federal Communications Commission and the commercial broadcasters have failed materially to carry out their responsibilities, the National Committee on Education by Radio last week launched a new crusade to force the government to hand over a large share of broadcasting facilities to non-profit groups. The attack was prefaced by an admission that educators have various deficiencies but the shortcomings of the commercial industry and the government agency make them equally vulnerable. In a long editorial in its monthly bulletin, N. C. E. R. complained that the commish has parceled out franchises in an unequal manner and the industry has failed to recognize its incompetence in the field of educational and cultural broadcasting.

Question of who owns stations KTSA. San Antonio, and WACO, Waco, Tex., has been raised recently by repeated references to Hearst pagers and Hearst Radio people, to these transmitters as Hearst properties. Officially and as far as can be determined from data available to outsiders at the Federal Communications Commission—neither outlet has any official relationship with the Hearst enterprise. Licensee and owner on record is the KTSA Broadcasting Co., of which Elliott Roosevelt, President's son, is president, and Emil J. Gough, vice-pize of Hearst Radi is a director. Transmitters are commonly spoken of in trade circles as Hearst-owned, although the official facts on file at the F.C.C. do not indicate the license-holding company is a Hearst Radio subsi

Net profit of Crosley Radio for the September quarter totaled \$177,971, after charges and income taxes. This compares with \$184,194 in the same quarter of 1855 and \$584,479 in the preceding quarter this year. Decline in net profit is attributed to seasonal influences. For the nine months ended on the September date, the company ported net profit of \$1,380,327, which is equivalent to \$2.54 per share on the 545,800 shares of capital stock. Only 50c. has been paid on the stock thus far this year.

Dropping of William Wirges, house conductor, from the National Dairy Sealtest program on Saturday night has Wirges plenty burned up. Wirges was advertised and plugged as conducting the 'swing' unit of the musical portion of the broadcast. Ferde Grofe handles the remainder of the music. Night of, the first broadcast (Oct. 17) Wirges was informed of is omission from the show.

Hoyt Wooten exploded a bomb in Memphis last week when he took full-page advertisement in the Memphis Commercial-Appeal to announce the result of a survey that showed Wooten's WREC tops in popularity over the Commercial-Appeal's WMC. Survey claimed WREC two to one topper Oliver P. Cobb, certified public accountant, handled the survey.

NOT FOR THE KIDDIES

WSIX, Nashville, Has Blind Boris Karloff

Nashville, Oct.

Nashville, Oct.
Cook's beer is sponsoring a horror
program over WSIX three times a
week, Monday's, Wednesdays and
Fridays, at 9:30 p.m. Broadcast
whets interest from start by warning parents that children should be
sent to bed before things begin to
happen for station cannot be responsible for nightmares.

sible for nightmares.

Player is blind artist, Austin Butner, whose deep voice won him a prize in the Atwater Kent Auditions of several years ago. He is a regular Boris Karloff.

CBS AND NBC IN **CLEVELAND SWAP**

Exchange of affiliates in Cleveland between NBC and Columbia is slated to take place within the next few weeks. CBS is waiting for WHK to work out a deal with NBC before consummating a contract of its own with WGAR. Latter is currently part of NBC'S blue (WJZ) link, while WHK has for years been the Cleveland out for Columbia. It is understood that the deal with WHK includes making that station a member of the red (WEAF) link and moving WTAM, NBC's own Cleveland 50,000-watter, over to the blue network.

blue network.

NBC last week added WJTN, Jamestown, N. Y., 100-watter, to the blue as supplementary available for either the blue or the red.

WGRC, N. Albany, Starts; Takes Affiliated Service

Louisvi Oct. 27.

Station WGRC, New Albany, Indiana, just across the Ohio River from Louisville, is on the air with daily schedule of 12 hours of broadcasting, from 7 a. m. to 7 p. m. Transmitter made its debut on Friday (23).

Transmitter made its debut on Friday (23).
Charles Harris is president of the North Side Broadcasting Company, operators of WGRC, and his son, Charles, Jr., is manager. Alva Smith, formerly WAVE, is chief engineer; and Morris Schlossberg, chief announcer. Studios, are in process of construction in the Indiana Theatre, New Albany, and in the Kentucky Home Life Building in Louisville.

wile.

At present no local programs are aired, all Affiliated Broadcasting System programs being fed directly through the transmitter.

Jack Nedell, sales rep for WGBI, Scranton, and frau planning a trip to New York, once their home burg,

Long Delay Counts Out Newport Sta.; WTHT, Hartford, Probable Beneficiary

Slow-motion attitude of S. George Webb, of Newport, R. I., toward con-structing a new broadcast station authorized by the Federal Communia recommendation for denial of his permit from F. C. C. Examiner R. H. Hyde. mission, last week drew dation for denial of hi

Hyde.

Webb, who has been negotiating with the Commish for a station to be operated on 1,200 kilocycles with 100 watts day power and 250 watts night power since February, 1933, received numerous extensions of time but, when he failed to complete construction by June, this year, the Broadcast Division suspended his grant until a reheari could be held.

Two other interested narties

cast Division suspended his grant until a reheari could be held.

Two other interested parties stepped into the picture during Webb's long drawnout finnagling with the Commish. E. Anthony & Sons, asking a new station using the Same assignment, to be located at Pawtucket, R. I., and WTHT, Hartford, Conn., now using the 1,200 kc. frequency with 100 watts, days only, but demanding night time operation as well, squawked protests at the delayed action on the Webb permit.

Scramble that resulted left both Webb and the Pawtucket outfit on the outside looking in,—with WTHT, mouthpiece for the Hartford Times, the apparent victor.

Previous Testimon

Evidence that Webb had, various times tried to sell his application to both of the respondents was turned up at the hearing. Financial troubles, failure to sell stock in his corporation and the discovery that the site he had picked for the station was on restricted property were listed by the Newporter as principal reasons for his delay in building. Hyde, however, found such di iculties 'not outside of, his control in the legal sense' and refused to recommend an extension of time of the excuse that he has not been able to raise capital which he had previously testified and represented to the Commission was immediately available.

the Commission was intercuency available.

Both WTHT and E. Anthony & Sons were found qualified to construct and operate a transmitter, but Hyde gave the decision to the Connecticut rag because of its successful operation as a daytime station. This, he found, would better serve the public interest than the granting ated the Meyer application was suboff the Pawtucket application for mitted.

construction of 'an entirely new sta-

construction of 'an entirely new station.'

Both applications could not be ranted because of serious interference to each other and to other transmitters in New England.

Pawtucket group was represented by William P. Smith and Arthur W. Sharfeld. Frank D. Scott was counsel for the Hartford Times and Piul M. Segal and George S. Smith Droi S. George Webb.

Attorneys representing other terested transmitters were lows: WNAC, Boston, Paul Spearman and Alan B. David; WPRO, Providence, D. M. Patrick, Karl A. Smith and Lester Cohen; WINS, New York, John M. Littlepage and William A. Porter; WATR, Waterbury, Conn., H. L. Lohnes.

Commish was represented by Tyler Berry and Hugh B. Hutchison.

Dill Retires from Wash. Frequency Scramble as Publisher Meyer Files

Washington, Oct.

Washington, Oct.
Newspaper publishers' tree-for-all
was in the making last week when
Federal Communications Commission received third press plea for
the National Capital on the
quency which will be abandoned in
December by WOL.
Complicating an already complicated contest still further, Eugene
Meyer, owner of Washington Post
and former chairman of Federal Reserve Board, came in with request
for permit to erect a new transmitter using 1310 ke with 100 watts
night and 250 waits day. Early
comers in the race: were ScrippsHoward, which drew a negative recommendation from a Commish examiner, and William Bandolph
Hearst. Scrappble also finds William
Dolphy Democratic National Committer radio adviser, looking for the
same franchise.

Race for WOLLS spot was momen-

Texas Talks Radio Taxation

Ponder 11/2 % Levy on Station's Gross Biz -Politicians Know Only What They Paid

Dallas, Oct.

1936 Budweiser Band Contest

break's 1935 record! 62% in-crease in returns, Listeners voted 300,260 Budweiser bottle caps—400 caps per minute of broadcasting time. That's sults! Get complete story Write call the nearest office of our national representa-tives: , Katz Special Advertis-

IOWA NETWORK

KSO - KRNT - WMT

Dallas, Oct.

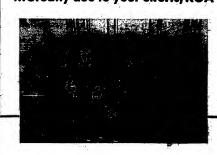
Texas legislators searching frantiteally for un-tapped revenue sources stumbled on radio stations last week. As yet the proposed bill is being chewed forensically in committee with a 1.5% levy on gross business of all stations having more 'than-100 watts being favored.

It is reported, here the lawbook padders also have their eyes on newspapers as a tax source,
Legislature is in special session for specific purpose of 'raising coi to support state's pension program. The assembly was soon enough after recent elections for radio electioneering bills to be fresh in minds of poll winners. Proposients of radio elactionering bills to be fresh in minds of poll winners. Proposients of radio elactionering bills to be fresh in minds of poll winners. Proposients of radio elactiones ring bills to be fresh in minds of poll winners. Proposients of radio elactiones ring bills to be fresh in minds of poll winners. Proposients of radio elactiones ring bills to be fresh in minds of poll winners. Proposients of radio elactiones ring bills to serve for political spell-binding.

At first legislators were going to exempt stations in communities of less than 2,500 population. In time's nick it was discovered most high powered transmitters were located to sieve only the 100 watters.

All of tax committee admitted ignorance of watt rating and everything else about pusiness. Sen Gordon Burns (Huntsville) keyed con-sensus with: 'But I do know they charge a lot and pay no taxes.' Stations are watching develop-ments carefully but follow passive lobby program. Strategy is based on belief, legislators' ignorance of busi-ness, will fill bill with loopholes a first-year law student could spot.





A letter from a client states: "... the success of our Diamond Anniversary is greatly due to your efforts. ... The telephone calls that we have received from our customers and friends have convinced us that it was the finest program that has been broadcast thru KOA for many months." High praise, indeed, when you look at KOA's record for fine programs.

KOA

50,000 WATTS

Completely programmed by NBC

SPUDDIES VS. SPUDS

Similarity

Titles

Chicago.

General Mills hitting the market shortly with a new product, Spudies, a potato chip. Handle, which ri something like the cigarette monicker Spud, is being scrut ized by the smoke manufacturer's agency Young & Rubicam, but no action of any kind has been taken to date.

General Mills figures on a radio campaign to introduce the new item. Starting date will probably be after the first of next year.

Flint Gets Christmas **Show for General Motors**

Detroit, Oct. Detroit, Oct.

General Motors' annual Xmas broadcast will originate this year from near-by Flint, site of several G. M. auto plants. Dec. 20. Previously, these programs have emanated from Detroit, but success of the annual Easter party at Flint prompted shift there.

Flint G. M. chorus of 1,000 voices will sing program, along with symph ork under Erno Rapee.



ne New roadway Production Excl. Mgt. HERMAN BERNIE, 1619 Broadway, New York

48 WEST 48th ST.

il and Large Units Albert M. Greenfield & Co., Inc. 521 Fifth Ave. Murray Hill 2-5000 Agent on Promises, Sifyant 5-5200

F.C.C.'S WASHINGTON DOCKET

DECISIONS

Washington, Oct. 27.

: New station request of W. Plame, Angeles, ing facilities of KVOE, Santa Ana,

was dismissed by the Broadcast ivision week.
Commish sustained a petition, filed by KVOE, to strike appearance. Station's present assignment is 1500 kc with 100 watts.

Colorado: KVOR, Colorado Springs, untary assignment of license from S. H. Out West Broadcasting Company;

Georgia: WRBL, Columbus, increase 100 to 250 watts, make changes in equipment and erect

an approved type of antenna system; granted. Maine: Maine Broadcasting Co., Inc., Portland,

plication for new station to be operated with 500 wat ights, 1 kw days, dismissed at request of applicants; Paul Sullivan Andrews, Lewiston, application for new station to be operated on 560 kc with 250 watts daytimes, ied for failure of applicant to file an appearance.

New Jersey: WNEW, Modaam Corp., Newark, change location from Newark to New York City; WHBI, May Radio Broadcast Corp., Newark, extension of present license for a period of days for main transmitter, operating on 1250 kc with kw nights, 2½ kw days, shari with WNEW. Duplicate application filed auxiliary transmi

auxiliary transmi

New York: WOCL, Jamestown, voluntary assignment
of license from A. E. Newton to James Broadcasting
Co. Inc.; Auburn Publishing Company, Auburn, application for new station to be operated on 1420 ke with
100 watts dismissed at request of applicants.

North Carolina: WWNC, Asheville, voluntary assignment of license from Citizen Broadcasting Co., Inc., to
Asheville Citizen-Times,

Obie: I. Martin Courtney, Toledo, application for nev station to be operated on 560 kc with 250 watts, day only, denied for failure of applicant to file an appear

Rhode Island: Bay tate Broadcasting Corp., Providence, application for new station to be operated on 720 ke with I kw denied for failure of applicants to file an appearance.

an appearance.

Texas: Voice Corsicana Association, Corsicana, application new station to be operated on 3310 kc with 100 watts, days only, dismissed at request of applicants; Novarro Broadcasting Association, Corsicana, request for call letters, WOLF, for new station granted on Sept. 28, denied. Application conflicted with commish policy to assign stations west of Mississi River call letters beginning with "K."

SET FOR HEARING

Arkansas: KUOA, KUOA, Inc., iloam Spri day-time power boost from 2.5 kw to 5 kw, increase oper-ating time to include midnight to 6 a. m., using 5 kw power, and extend commencement date to 150 days beyond completion date, Feb. 12, 1937.

beyond completion date, Feb. 12, 1937.

California: Peninsula Newspapers, Inc., Palo Alto, new station to be operated on 1160 kc with 250 watts, days only; KMPC, Beverly Hills Broadcasting Corp. Beverly Hills, transfer of control of the Beverly Hills, Broadcasting Corp. Broadcasting Corp. from the Pacific Southwest Discount Corp. to George A. Richards.

Colorado: KLZ Broadcasting Company, Denver, new station to be operated on 1210 kc with 100 watts nights, 250 watts days; KFKA, Midwestern Radio Corp., Greeley, change frequency from 800 kc to 1450 kc and increase operation to unilimited time.

Fiorlda: Leslie Doss; Sarasota, new station to be

Fiorida: Leslie Doss, Sarasota, new station to be operated on 1390 ke with 250 watts, days poly.

Idahe: Clarence A. Berger, Coeur d'Alene, new station to be operated on 1200 ke with 100 watts; only.

Illinois: WMBD, Peoria, julce-jump from nights; I kw days, to I kw nights; 5 kw day Kansas: Nation's Center Broadcasting

Hutchinson, move transmitter locally, install irectional antenna system, make changes in equipment, change frequency from 1420 to 550 kc and increase power from 100 to 250 watts, irectional antenna for night time operation.

Kentucky: Louisville Times Company, Louisville, new station to be operated on 1210 kc with 100 watts.

Louislana: WJBW, Charles C. Carlson, New Orleans, install new equipment and vertical radiator, increase day power from 100 watts to 250 watts and time of operation from sharing with WBNO; New Orleans, to unlimited.

Massachusetts: WORL, Inc., Needham, boost power from 500 watts to 1 kw, to increase time of operation from days to unlimited, and authority to use a directional antenna all-times.

Nebraska: Falls City Broadcasting Corp., Falls ity, new station to be operated on 1310 kc with 100 watts.

new station to be operated on 1310 kc with 100 watts.

Newdat: John D. Fields, Inc., Las Vegas, new station to be operated on 1370 kc with 100 watts.

New : WHN, Marcus Loew Booking Agency, night power jump from 1 to 5 kw.

North Carolina: Voice of the Times, Raleigh, new station to be operated on 1210 kc with 100 watts, days, only; WSJS, Winston-Salem Journal Co, Winston-Salem, frequency change from 1310 to 1250 kc, make changes in equipment and boost power from 100 watts

to'1 kw.

Oklahoma: Okmulgee Broadcasting Corp., Okmulgee, new station to be operated on 1210 kc with 100 watts, days only; imes Publishing Company, Okmulgee, new station to be operated on 1210 kc with 100 watts, days only; Paul B. McEyoy, publisher, Hobart Democrat-Chief, Hobart, hew station to be operated on 1420 kc with 100 watts, days only.

Tennessee:

M. Casto, Johnson City, new station to be operated on 1200 kc with 100 watts nights; 250 watts days.

Texas: West Texas roadcasting Company Wichita

Texas: West Texas roadcasting Company, Wichita Falls, new station to be operated on 1380 ke with 1 kw.

NEW PETITIONS

Arkansas: Associated Arkansas Newspapers, Inc., Hot Springs, new station to be operated on 1310 ke with 100 watts, days only.

California: Radio & Television Research Company, Los Angeles, new station to be operated on 1570 kc with 1 kw.

Colorado: KLZ, ight power boost from 1 to

5 kw.

North Georgia Broadcasting Company, Rossville, new station to be operated on 1200 kc with 100 watts, days only.

Illinois: WAAF, Drovers Journal Publishing Company, Chicago, boost day power from 1 to 5 kw, change hours of operation from days to unlimited.

Nebraska: KOIL, Omaha, install vertical antenna, inpower from 1 kw nights, 2½ kw days to 1 kw ights, 5 kw days.

ights, 5 kw days.

New York: Citizens Broadcasting Corp., Schenectady, new station to be operated on 1240 kc with 1 kw nights, 5 kw days, using directional antenna nights; Elmira Star-Gazette, Elmira, new station to be operated on 1200 kc with 250 watts, days only; WMBO, Auburn, change power from 100 watts all times to 100 watts gights, 250 watts days, install new transmitter and erect vortical; and trees to the state of the state vertical antenna.

North Carolina: WBIG, Greensboro, cost from 500 watts to 1 kw.

Oregon Bend Bulleti Bend, new station to be operated on 1310 ke with 100 watts nights, 250 watts days.

Pennsylvania: WCAE, WCAE, Inc., ittsburgh, ight power increase from 1 to 5 kw.

Tennessee: General roadcasters, Johnson ity, new ation to be operated on 1370 kc with 100 watts nights, 10 watts days.

Texas: Oak Cliff-Dallas County Broadcasting Com-pany, Dallas, new station to be operated on 1500 kc with 100 watts, days only; Wichita Broadcasting Com-pany, Wichita Falls, new station to be operated on 630 kc with 1 kw, directional antenna at ight. Washington: KGA, Louis Wasmer, Spokane, change frequency from 1470 kc to 950 kc and power from 5 kw to 1 kw nights, 5 kw days.

STRESS LOCAL ANGLES

Two Cleveland Stations Hypo Com-munity Programs

Cleveland, Oct.

Evidently sharing a common thought that Cleveland should build itself up as a radio center, Stations WHK and WTAM are concentrating

WHK and WTAM are concentrating on local program angles.

WHK has managed to in 88 local originations in a recent single week despite heavy CBS commercial traffic. WTAM's new program director. Hal Metzger has meanwhile committed himself to policy of giving WTAM more community tie-i

Friday Night High School Games Sponsored; WATL

Games Sponsored; WATL
Atlanta, Oct. 27.
First of a series of three football
game broadcasts went on the
over WATL Friday (23) night when
Boys' High school played Lanier
High, of Macool, at Ponce de Leon,
Park, Campbell Coal company sponsoring and the agency is Gottschaldt-Humphrey.
Future games to be aired over this
station are Boys' High clashes with
Georgia Military Institute Thursday
(29) night and Tech High Nov. 13.
Roy Cambron and Herb Harris did
the miking for the initial contest.





baker

THE

GRAT

AMERICAN

E D IT Q B

GULF REFINING

GULF REFINING

SUNDAYS

7:808 P.M. EST

WABG

OBS

WBEN Inc

BUFFALO EVENING NEWS RADIO STATION

Arms, Musical Director Sheat Buffelo Theatre Buffelo, New York

October 22, 1936

My dear Armon

On the occasion of your thirtieth week as malcal direct of the Buffale Theatre erobestra and the Buffale Theatre Saturday avening breadcasts, let me compratulate you on your splandid soll-remonts.

The style and showmanship of your weekly broadcast has made this presentation one of the outstanding local programs heard over this station.

Wishing you continued success, I am



Preacher-Politician Attack In Studio of WDSU, N. O. New Orleans, Oct.

New Orleans Oct.

Rev. Gerald K. Smith was attacked by three unidentified men in the studio of WDSU here Thursday might (22) shortly after he had finished a broadcast which he charged Governor Leche with being a Betrayer of the principles of the late Huey P. Long. Smith was seated in a glass-enclosed listening to Major Clinton Wunder, who followed him on the program, when the three men, walked into the studio and swung im. Smith's followers then went to his cue and a fror-all followed.

rio made for the caped when the goi

Rockwell to L. A. Thomas J. Roc of Rockwell-O'Keefe, Inc. left yesterday (Tuesday) for Hollywood, to spend three months the im's new branch office.

While on the Coast, Rockwell will arrange for the routing either way of several of the R-O'K bands and line up local talent for radio commercials.

MISS LEE

RADIO'S FAMOUS SONGSTRESS

Just Concluded 5-Week Engagement at

THE CLUB VERSAILLES, N. Y.

4 MONTHS ON THE AIR FOR CBS

FEATURED

THIS WEEK (OCT. 23) LOEW'S STATE, NEW YORK

Directi
ILL MURRAY - WILLIAM MORRI

Radio Reports

(Continued from page 41)

achieve 100 percent smoothness. A script in which denouement fell flat handicapped them in etherizing the once-famous Jessup case. Under circumstances, players did fairly well, will tune up to concert pitch. True Mystery Magazine is the source of material used.

Yarn, almost too episodic for ideal electrifying, tells of a minister whom a long-ago-discharged school teacher tries to blackmail, for \$20,000, by a series of nerve-wracking hoaxes.

Acting honors went to Eugene O'Haire, as the distracted cleryman, and to Marjorie Tyler as his faithful housemaid, with several others turning a rather mature tole, O'Haire, as the distracted cleryman, and the Marjorie Tyler as his faithful nousemaid, with several others turning a rather mature tole, O'Haire, aged by opening the bass stops in his faithful may be to the stop of the stop of the first of the stop of the first of the stop of the s

BERNIE BIERMAN With Babe LeVoir, Charle Johnson and Gopher Chorus Football Chatter

and Gopher Chorus
Feotball Chaiter
15 Mins.
GENERAL MILLS, INC.
Sunday, 9:45 p.m.
WCCO, & Faul-Minneapolis
(Knox Reeves)
Opening with warwhoops and followed by Ski-U-Mah yells, this program has Bernie Bierman expounding his theories on coming games and answering pointed questions on an answering pointed questions on the company of the

HAL CARR'S RHYTHM

Diso
15 Mins.
S.S.S. TONIC
M.W.F.F. 6:35 p.m.
WCAO, Baltimore
Effort apparently is to musically
imbue this series with snay divility to catch up listeners in spirit
of what sponsor says the plugged
dividual to the will do for run-

down persons.
There's a theme, 'S.S.S. March, used for curtain-raiser and lowerer but the stocken plugs are well minimized; considering frequent over-



WSOC CHARLOTTE, N.C.

Located in the heart of the Caro li and covering of the richest, most responsive, and—
short—one of the best markets in the world.

An NBC Affiliate

zealous claims and copy found on discs. From start to stop, tempo is double-timed for vigorous effect that seems to get across.

Hall Carr. (nom de radio?), the director of shows and band leader of the ok. ore used; mixed group of choristers adequate. Same for baritone, announced as Ellis Frakes. Selections are of pop variety.

When caught recording certainly wasn't up to best standards demanded today. Understood agency down waxin.

own waxin

Street Interview
15 Mins,
LACO SOAP PRODUCTS
Wednesdays, 1:15 p.m.
WCAO, Baltimore (Joseph Katz)

(Joseph Katz)
This weekly one originates in Washington, and is piped out to Balto, Philly, N. Y., Boston, Bangor, Worcester, Springfield, Bridgeport, Manchester, Providence and Hartford stations on the Columbia web, sponsor spotted shows from Balto GHO.

worcester. Springfield, Bridgeport, Manchester, Providence and Hartford stations on the Columbia web; spomsor spotted shows from Balto G. It is one of the likeliest sidewalk questionnaire periods to bob up in some time, with enough difference in makeup, manner of presentation and effect to definitely stamp it as off the heavily trodden track of other kindred sort of programs. Miss Jennings, one-time newspaper drama critic, has velvety voice and smooth-flowing delivery needed. Person-interviewed; they're just not asked set of prepared queries, but after their names and occupations are drawn out, personal reactions and indifferent sexes. That touch is what sharpens period for femme audience at which sponsor wants it directed. The pitting of man vs. mad is accomplished with the example of the personal personal

EDDIE CASEY
With Eddie Anderson, ill O'Connell
IS-Mins.
Thirty Fri, Sat., 6:15 P.M.
WNAC, Boston
(Lennen & Mitchell)

Clasey, former Harvard football coach, airs 'thrice weekly during football season this year for Tydol. Thursdy and riday high the through the season this year for Tydol. Thursdy and riday high the year of games, and Saturday nights sums up the day's grid doings.

Friday is guest night, and when caught (23) he was putting Eddie Anderson, Holy Cross coach through his paces. Anderson answered questions about the late Knute Rockne, after Casey unloaded some week-end dope, with Bill O'Connell in on the dialog.

dialog.

Net effect of the dialog is stilted and unnatural and plus a barrage of plugs casts a dismal pall over the entire proceedings. Chit chat between Casey and Anderson suffered from same stiff-necked delivery. Lawson Paynter handles script.

For.

DOLLY MITCHELL With Al Mitchell 10 Mins.

10 Mins.
Sustaining
Wednesday, 8:15 P.M.
WICC, Bridgeport
Longtime fave as vaude m.c., Al
Mitchell enters his 12-year-old
daughter, Dolly, as air aspirant.
Mitchell lately led a Major, Bowes
tyro-unit, so he should know the
girl's chances. Juvenile showed
promise in first regular WICC stint
hat justifies father's fath.
For a youngster Miss Mitchell
promise in Arts regular wick the
Boy a youngster Miss Mitchell
on how the constitution of the control
of the commitment to an E. T.
Program including five tumes, Why
Do I Lie to Myself About You! "You
Dropped Me Like a Red Hot Penny."
Over Bowl of Suki-Yaki, "Peter
Piper" and Little Cowboy.
Such variety obviously made demands, but lass came through to
exhibit a fine versatility. She isn't
afraid to bawl out when so expected, and she closed with an expected. The committee of the cowboballad.
Father at pi

Pauline Clark on WFIL
Philadelphia, Oct.
Pauline Clark, wife of John Clark, Pauline Clark, wife of John Clark, station's new program director, be-gins vocal series this week over WFIL, under tag of Pauline Prefers.' She's vet of radio and musical comedy.

New Business

Procter & Gamble, Kitty Kean transcriptions, 15 minutes, five times weekly, renewed for 26 weeks Blackman Adv., Inc. WWJ.

Tivoli Brewery, 'Ne Merrie Men of Olde,' musical travesty, 15 minutes, twice weekly, for 26 weeks Through McManus, John & Adams WWJ.

WWJ.

S. C. Hadley Real Estate Co., The
Home Hunter, 15 minutes, once
weekly for 52 weeks. Through
Stockwell & Marcuse. WWJ.

Chevrolet Motors, Musical Moments, 15-minute discs, three times
weekly for 13 weeks. Through
Campbell-Ewald, WWJ.

Campbell-Ewald. WWJ.
Webster-Eisenlohr, Girard Cigars,
football interviews, weekly for 13
weeks. Through N. W. Ayer. WWJ.
Forest Cleaners, Bureau of Missing Persons, five minutes, six days
weekly, for 52 weeks. Through
Simons-Michelson. WWJ.

Simons-Michelson. WWJ.

United Savings Bank, five-minute
drama, three times weekly for 26
weeks. Through Evans, Brisebois
agency. WWJ.

Automobile Club of Michigan,
five-minute 'Voice of Safety,' threetimes weekly. Renewed for 25
weeks. Through Stockwell, Marcucs.

WWJ.

RICHMOND,

Edgeworth Tobacco, 30-minute transcription, Moments You'll Never Forget, weekly, for 13 weeks. Mar-schalk & Pratt. WRVA.

Forget, Weekly, for 18 weeks. Marschalk & Fratt. WRVA.
Continental Oil Co., Carveth Wells transcription, half-hour, weekly, 13 weeks. Tracy-Dawson. WRVA.
Roi Tan Cigars, news flashes, 15 minutes, weekly, 13 weeks. L. Gumbinner Agency. WRVA.
R. A. Burton Co., football preview, 15 minutes, weekly, 13 weeks. Direct. WMBG.
Ironized Yeast, two -minute transcriptions weekly, 9 minute transcriptions weekly, 25-word announcements, six times weekly, 26 weeks. Placed, Ruthrauff & Ryan.
WMBG.

weeks. Placed, Ruthrau.

WMBG.

Mangel's Herold Co. (King Syrup);

Benorter, 15 minutes,

weeks. Placed, Ruthrauff & Ryan. Mangel's Herold Co. (King Syrup). Inquiring Reporter, 15 minutes, weekly for 13 meeks. Presba. Fellows of the McConnel transcription, library built musical, 15 minutes, weekly, for 13 weeks. Presba. Fellers & Presba. WRVA. Enrick Chevrolet Co. transcription, library built musical, 15 minutes, weekly, for 13 weeks. Direct. WRVA.

Jurgens Furniture Co., 15-minute short story transcription, weekly, for the weekly, for the weekly. The control of the con

RALTIMORE

Pen Mar Co.,
Through Courtland D. Fesson
WBAL,
Dr. J. W. Barenburg, five 50-word
spots and 26 five-minute programs.
Through Cahn, Miller & Nyburg.
WBAL.
Fairfield-Western Maryland Daily,
Fairfield-Western Maryland Daily,
14 75-word spots.
Through N. Y. Mar Co., 26 50-word spots gh Courtland D. Ferguson

14 75-word spots. Through N. Y. Ayer. WBAL. Rellogg Co., 13 quarter-hour periods. Through N. W. Ayer. WBAL. Ironized Yeast, 26 five-minute programs. Through Ruthrauff & Ryan. WBAL.

grams. Through Ruthrauff & Ryan. WBAL.
Family Snoe Store, 75-word spots Direct, WBAL.
ABC Oil Burner, 25 75-word spots and ten 50-word spots. Through Sampson agency of Balto. WBAL.
Maryland Pharmaceutical Co., 130 50-word spots. Through Joseph Katz Co., of Balto. WBAL.
Co., of Balto. WBAL.
J. Tumbler WBAL.
J. Tumbler Laboratories, ight 50-word spots. Through Louis E. Shecter Adv. agency. WBAL.
Manylels Herold, Inc., 26 15-minute programs. Through Brown-Alexander. WBAL.
Crazy Crystals, 145 15-minute programs. Through Luckey Bowman, Inc. WBAL.
E. L. Knowles, Inc. (Springfield

Inc. WBAL.

E. L. Knowles, Inc. (Springfield Mass.), 78 100-word spots. Through DeForest Merchandisi Bureau.

Mugg Vox Popped

(Continued from page 1)

(Continued from page 1)
and 432,000 buildings—turned out to
be a VARIETY MUGG.
led into a discussion of
VARIETY, films, radio, the show biz in
general, relatives and the scarcity
of comedians. All of this meanwhile was being converted by the
magic wand into radiotelephonicelectrical impulses and was sprayed
over the map as far west as Chicago by the Mutual network.
Several people who ordinarily believe Santa Claus, have since
turned out to be very cynical and
seem to doubt that the broadcast
was spontaneous and unrehearsed
because the Variety mug forgot to
mention that Variety is 15c. copy;
on sale on all newstands, Wednesdays; and there will be no increase
in advertising rates

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Goodly Crowd Was There

in advertising rates the Anniversary issue.

Goodly Crowd Was There
Toots took the affable young man around the parlor introducing him to people. He said he was Jerry Danzig. The people to whom he was Introduced included Princess Kropotkin, fiction-writing, lecture-delivering refugee of Russi. Raymond Sommer, French speed driver who placed fourth in the recent Vanderbilt Cup auto races, and is wife; Borchard, the photographer: Anita Hendli legit actress; Capt. Huntington, Lorimer Hammond, and Clark Getts who had meanwhile emerged from the closet where he had been hiding, and to cover up his embarrassment at being cornered by a microphone-talked for six minutes. flat. on Jimmy Mollison, Mr. and Mrs. Martin Johnson, Walter Hampden, Walter Pitkin, Dorothea Brande, Christopher and Felix Morley, and a few others who happen—another coincidence—to be managed by the Getts office.

Meanwhile the Vanierx mugg offered refreshments to the rest of other apartments in the same building where other equally charming but strictly sustaining programs to that they could switch over to other apartments in the same building where other equally charming but strictly sustaining propries at the seems there's more to this Vox Pop business than appears on first inspection. A true Vox Pop is a teetotaler. For the smell of liquor on the breath makes people, suspicious hoax, and doors get five-minute. Through Katherine Mahool. WBAL.

five-minute programs. Through Katherine Mahool. WBAL. Armin Varady, Inc. (Cleveland), 111 five-minute programs. Through Sellers' Service of Chicago. WBAL.

Schen's Service of Chicago. WBAL.

SCHENECTADY

Little Crow Milling Co., Warsaw, Ind. (Coco-Wheats Breakfast Food), 26 weeks, starting Oct. 12, Happy Hank (Marc Williams), daily except Sunday. Through Rogers & Smith, Chicago. WGY.

Martin Fire Arms Co., New Haven, Conn. (razor blades), half-hour transcriptions, True Detective Mystrasser, 18 weeks, stated Oct. 11.

Though The Parks, stated Oct. 11.

Though Hospital Co., Brooklyn, N. Y.

Gorga Oil), 26 weeks, twice-weekly, 15-minute transcription, 18 weeks, daily transcription, 18 www. WGY.

W. W. Lee Co., Watervilet, N. Y.

(Save-the-Baby Liniment), 26 weeks, daily transcripted Through Hospital Through Hospital

clock, starfed Oct 12. Through Leighton & Nelson, Schenectady. WGY.

American Machine Co., Albert Lea, Minn., 15-minute transcription, 'Old Melody Moments, to Oct. 18. once weekly. Through Grove Advertising Agency, St., Paul. WGY.

United Baking Co., Schenectady, N. Y. (Lady Betty Bread), 13 weeks, time signals, six times daily resident to the signals, six times daily areas of the signals, six times daily agency. Adaptising Agency, Adaptising Agency, Alany, WGC, Advertising Agency, Alany, WGY.

M. E. Raymond Co., Inc., Ballston, Spa. N. Y. (Wonderoll), 52 weeks, one-minute live-talent daily announcements, starting Oct. 19. Through DeRouville Advertising Agency, Albany, WGY.

Tide Water Oil Co., 13 weeks, 15-minute sports commentary, thrice weekly. Through Lennen. & Mitchell, Mew York. WGY.

Niggard Hudson Corp., New York.

WGY.

Procter & Gamble Co. (Chipso), Swelks weekly 15-mln.

Mass., 78 100-word spots. Through Mass, 78 100-word spots. Through Bureau. WBAL.

Pinex Co. (Ft. Wayne, Ind.), 330
So-word spots. Through E.W. Hellwig Co., of Jersey City. WBAL.

Pinex Co. (Ft. Wayne, Ind.), 330
So-word spots. Through Sellers' Service of Chicago. WBAL.

The Cruaders' 84 quarter-hour programs. Through Marschalk & pratt of N. Y. WBAL.

Attantic Refining Co., ten Saturday afternoon football games. Through New York.

Through N.W. Aver. WBAL.

Through N.W. WBAL.

The Hub (Balto dept. store), seven the Marschalk & Through Backman Agency, New York City. WGY.

Detaware, Lockawanna & Western Co. (Blue Coal), 15-minute twice-through New York.

The Hub (Balto dept. store), seven the Marschalk & Through Backman Agency, New York City. WGY.

The Marschalt & Marschalk & Through Backman Agency, New York City. WGY.

Through N.W. Aver. WBAL.

The Hub (Balto dept. store), seven the Marschalk & M

slammed in one's face. When that happens, Dave Driscoll has to inferview the engineer, who is a quiet fellow. Dave Driscoll is the guy who rings the next. bell when Danzig gets through with the Variery mugg's joi There are a couple of other fellows hiding in the who turn out not to be lecture managers. They are Mitchell Benson and Jerry Franken of WOR. Latter is papa of the Let's Visit' idea. These fellows tell strange stori of "Let's Visit' program, the people they run into; the unexpected answers they get, the skepticism of some listeners, the skepticism of some listeners, the skepticism of some listeners, the skepticism of strange fan mail and telephone calls that sometimes follow.

How It's Worked

strange far mail and telephone calls that sometimes follow.

How It's Worked

Danzig and Drissoll have 10story latitude, five up and five below the apartment floor on which
the telephone circuit connecting
with the WOR panel miles away is
established. From the moment the
first doorbell is rung every sound is
on the air. Both men must keep up
a running comment while remaining constantly under signal and direction via earphones from the engineer. barge into unfamiliar
constantly under signal and direction via earphones from the engineer. barge into unfamiliar
surroundings, meet people with peculiar names and uncertain dispostions, strive to keep the floov of
conversation steady, varied and
chaste. It's a better training in
diplomacy than the State Department gives; a better, drilling
rapid-fire gab than selling
ance.

ance.
It really was—incredible or not—
a random choice of building by the
WOR boys. Having picked the house
they narrowed down the apartments.
Apart from knowing somewhat in
advance that 10 o'clock had a special

advance that 10 o'clock had a special significance the rest was without arrangement. Princess Kropotki old hand herself at interviewi people, remembered late to get i plug for her publisher, Bernarr Macfadden, a last-minute postcript before Danzig got away from Getts who, modestly not wishing to speak of himself, spoke only of his clients. The "broadcast" also established another bit of piquancy—over the air it is reported the VAMEXT mugg was heard to giggle! Home, James,

ADVERTISEMENT

Listeners **Get Lift From** Milkman's Mat

Song and Story on Discs Top 'Get 'Em Up' Show -Will Rake Plenty

Kansas City -- Program director of KMBC woke up with a start when "Life on Red Horse Ranch" ired as early morning show. Pix offer in last week, late summer, yanked in scad of mail from listeners who liked to start the day off right with "Tex" Owens, The Texas Ranger, zippy warbling of The Texas Rangers, and mellerdrammer of the plains. The Texas boy can sell 'em—now begi ing sixth year —now begi ing sixth year for same sponsor. Rangers had over hundred successful weeks on CBS. "Life on Red Horse Ranch" looks like another "natural" for food, home, kid product. Script and music plenty okay for all family ears; kids will "eat it up." Merchandi ing hooks will drae chandi ing hooks will drag the limit. Arthur Church tested this one, and he knows his radio. Offered for spot airing by KMBC, Kansas City, ace program building and testing station.

ASCAP May Quit CPRS Because of Canadian Situash

American Society Composers, Authors and Publishers will make an effort to compromise iffer-

ences with the Canadian government before taking drastic action nection with the licensing of its rights to Canadian users. If the Ca-nadian authorities decline to do anynadian authorities decline to do any-thing about lifting the price restric-tions placed on performing rights, ASCAP will withdraw from the Ca-nadian Performing Rights Society and inform the ASCAP membership that may deal direct with Gana-dian music

dian music

Compromise move ded by E. C. Mills, mgr., and Leslie J. head of the Canadian Performing ights Solety. Pair are due to go to the Doni latter part of this week for a preliminary conference with Canadian, exhibs and other with the principal idea being to ask the latter support the Canadian Society, in which the BPRS and ASCAP are equal partners, in the drive for repeal of the price fixing legislation.





LEO FEIST, Inc.

Most Requested

(Reported by Harry Sosnik,
NBC macstro)
When Did You Leave Heaven?
The Way You Look Tonight
You Turned the Tables on Me
Sing Baby, Sing
Until Real Thing Comes
Midnight Blues
A Fine Romance
Organ Crinder's Swing
You Came to My Rescue
Melanchol Baby
(Reported by Vincent Lopez, at
Hotel Astor, N. Y.)
Did I Remember?
I'm an Old Cowhand
Until Real Thing Comes
Knock, Knock
In a Sentimental Mood
I'm Sentimental

Until Today Three Sisters Star Fell Out of Heaven Milenburg Joys
If We Never Meet Agai

MILLS CLOSES SEVERAL FOREIGN REP. DEALS

Jack Mills last week closed deals with several foreign publishers for agency rights, Most important of these was the agreement which gave Mills the United States and Cana-Mills the United States and Canadan representation of the popular and standard catalogs of Ceril Lenova, London publisher. Another transaction had Lawrence Wright buying the British rights to the latest Cotton Club, N. Y., floorshow score.

Cotton Club, N, Y., floorshow score.
Mills has also acquired the American rights to C. A. Bixio's continental hit, Violino Tzigano, which on this side will be titled 'Serenade in the Night,' Mills will use as the tyric the Pefer Maurice (London) version by Jimmy Kennedy.

Francois Salabert, Paris publisher, is due over here in a few weeks to negotiate a contrac' which would give him the agency of the Mills catalogs in the Latin countries of Eurone.

Whiteman, Plus Symph, For Ft. Worth Concert

Fort Worth, Oct.

Fort Worth, Oct.

Paul Whiteman's orchestra, augmented by members of the Fort
Worth Symphony Orchestra, making 75 musicians in all, will give a
concert here Nov. 3. It will be
Whiteman's farewell to Feet. Worth
and the Frontier Centenni
due to leave immediately after for
New York, probably playing several
dance engagements en route.
The Fronti Centennial is expected to be continued at least two

The Front Centennial is expected to be continued at least two weeks beyond Oct. 31, which was announced two weeks ago as the closing date. However, definite announcement of extension has not been made

nouncement of extension nas not been made. Successful showing of Casa Manan revue in old Jumbo' building on rainy nights gave new life to the expo. The revue probably could be continued in this circular building for a number of weeks, after the weather gets too cold for performances in the outdoor Casa Manana.

Don Bestor will follow the date starting Friday (30) at the Earl the-atre, Washington, with a college tour, returning to New York after Jan. 1.

Continuing the most amazing hit record of all time, we offer "TO MARY—WITH LOVE"

"PICTURE ME WITHOUT YOU"

"SOMEONE TO CARE FOR ME"

1629 BROADWAY

MPPA to Tax **Vanity Discs** of Air 'Casts

Board of directors of the Music Publishers rotective Association last week authorized John G. Paine to proceed, in the capacity of trustee, to license firms which make a business of recording musical programs of the process of the off the air. Paine has not decided what fee will be asked, or how the license will be framed.

MPPA move a sequel to a letter which Paine wrote to this class of recorder several weeks ago. Letter advised the program taker-offers that the practice came under the mechanical provisions of the copyright law and that hereafter they would have to pay a royalty to the copyright owners of music contained in such recordings. Most of the off-the-air stencilling is done for artists, advertising agencies and sponsors. and sponsors.

and sponsors.

why form of license cannot be determined right away is because no two off-the-air recorders do business the same way. In the case of transcriptions, sustaining record brings the copyright owner a flat sum per tune, while for commercial discs the charge is 25c. per non-restricted composition and 50c. per restricted composition and 50c. per restricted number. Average fee charged by an off-the-air recorder is \$7.50 for a quarter-hour program, \$10 for a half-hour program and \$15 for an hour's show.
Publishers figure to derive \$50,000-

Publishers figure to derive \$50,000 \$75,000 yearly from this source.

Music Notes

Red band will pinch-hit for Leo Reisman at the Cleve auto show during Thanksgiving Week, when Reisman's band files to New York for special broadcasts. Reisman will get show in Civic Audit of the Company of the Cleve and is becoming the first three days and is started for first three days and is hopping back to close it after the broadcasts,

Herb Saman, former pianist with Ted Fio Rito will open at the Bal Tabarin, San Francisco, with his own band, Oct. 30. Band will share radio time at the Bal with Don Francisco's tango outfit. After four month this spot, Tom Brown leaves Seattle's Club Victor.

Al Lyons will bring a 12-piece band into the Sir Francis rake hotel, Frisco, Nov. 3, for six weeks. Lyons replaces Larry Kent's band, which ill play one-nighters before returning to the Alexander hotel, Honolulu.

The King Says Swing is the Onyx Club influence on the Coronation, according to a new song by Teri Jo-sefovits, pianist-entertainer at the Lombardy hotel, N. Y., and Davit Greggory, publicist, just out of Car-negie Tech:

Benee Russell has teamed up with Harold Spina and the duo has placed 'Never-Neverland' ith Chappell. Same firm has taken 'Coronation Waltz,' which Russell co-authored with Peter DeRosa, and 'Southern Style,' a Gerald Marks collaboration.

Walter , Chet Forrest and Bob Wright have handed in three tunes at Metro. 'Blow Your Horn' goes into 'After the Thin Man.' 'Let Me Day Dream' and 'Oh, So Lovely' are unassigned.

in and Harry Warren are
writin special music tab producti Gold Diggers of 1937
troupe, ich will tour key cities as
exploitation stunt. Arthur Zellner
contri

Richar Werner eymann and Ted Kohler have been assigned to

Inside Stuff—Music

Edward F. Canavan, incumbent prez, is faced with a tough dilemma as far as the coming elections of the New York Musicians Union are concerned. Canavan, it is understood, is favored by Joseph N. Weber as his successor in heading the American Federation of Musicians, but before Canavan can be put in nomination at the next national convention he has to have himself elected a delegate to the event. It is up to him to find a way of getting on the wi ing ticket of the Local 802 elections in December. The ticket which is topped by Jack Rosenberg, present secretary, is said to be friigid about the idea.

Report in upper union circles is that James Petrillo, boss of the Chicago local and first v.p. of the International, has no interest in succeeding Weber,

Theatre operators are exempt from taxation under the Social Security Act in cases where orchestras are hired through leaders or other agents. Precedent was established last week when Internal Revenue Bureau, settling tiff over tax liability of a hotel, asserted that owner of enterprises are exempt from Federal levy in cases where they make lump-sum payments for musical talent and no not directly employ the tunesters. If hotel or theatre hires a unit, paying the agent or leader who, in turn, compensates the musicians, the responsibility for kicki into the security fund is lifted from the hotel or theatre management.

Harms, Inc., has turned down \$1,500 as a settlement for the infringement suit it has brought against Leo Feist, Inc., and Metro-Goldwyn-Mayer i connection with the tune, 'Did I Remeruber?'. Song, which was used i Suzy, is claimed by Harms to be closely-yelated to 'Fancy Meeting You,' which the latter firm published several years ago.' Remember' has been doing well in sheet sales and much better in,' ir performances.

Special commi appointed by the directors of the Music Publishers Protective Association to look into the advisability of, the industry establishing its own air plug checking service will meet stone own Criburgabylishing its own air plug checking service will meet stone own Criburgabylish draw up a report. Indications are that the MPPA will work out a deal with Marti Alexander, owner of the Accurate Reporting Service, whereby he and his service will go on the MPPA's payroll.' Separate corporation would be organized for the takeover by the MPPA.

VISIT OR WRITE

MARKS MUSIC

The Marks Hit Parade

RUNNING A

TEMPERATURE

POINCIANA

SAY 'SI SI'

(Para Vigo Me Voy)

AND THEY SAID IT

WOULDN'T LAST!

AFTERGLOW

Orchestrations 50

RADIO CITY, N.Y

MONIETONE TOPICS

The Pirst Screen Score by HOWARD DIETZ and ARTHUR SCHWARTZ

"UNDER YOUR SPELL" A 20th Century-Fox Picture arring LAWRENCE TIBBETT With These New Hits-

"UNDER YOUR SPELL"
"AMIGO (My Friend)"
"My Little Mule Wagon"

MOVIETONE MUSIC CORPORATION

1250 SIXTH AVENUE

NEW YORK

songs for 'Mr. Melody,' Rudy Vallee pic at Warners. Team is also doing similar stint on Mervyn LeRoy's 'The King and the Chorus Girl.'

Hilda Emory Davis (Mrs. Meyer Davis) has placed five compositions with Elkan-Vogel, Philadelphia pubs. Numbers are 'Love Comes So Near,' 'To One Way,' 'Jubilee, 'Bondage' and 'Little Brown Shoes.'

Sammy Stept and Ted Kohler numbers, Tm Mad About You' and Lady Known as Lulu, will be published by Harms. Both ditties are spotted in Republic's 'The Big Show,'

Guy Lombardo celebrates his 20th birthday i music world Nov. 13. Orchestra pilot will get one hour on WABC as gesture from Roosevelt hotel, N. Y., his current stand.

Hoasy Carmichael and Stanley Adams left for the Coast Saturday (24) to do the score for Columbia's 'College Hero.' Harms will publish.

Walter Donaldson, Chet Forrest and Bob Wright have been assigned to do words and music for inner Take All' at Metro.

Roy Webb is working on score of 'A Woman Rebels' and follows with 'Quality Street' at Radio. Both are Katherine Hepburn pi

Caroll Huxley, former chief arranger for Andre Kostelanetz, has joined Warners music staff in Holly-

Nathaniel Shilkret has been as-gned to score 'Winterset' and 'The signed to score 'Winterset' and Plough and the Stars' at Radio.

Hal Grayson orchestra opens the Statler, Buffalo, this week.

Fred Steel is now professional mgr. of Santly-Joy, Inc.

Eddie Ward Thin Man' at Metro.

"WHEN DID YOU LEAVE HEAVEN?"

'SWEETHEART LET'S GROW OLD TOGETHER' "DREAM AWHILE"

"PETER PIPER"

"MIDNIGHT BLUE"

ROBBINS MUSIC CORP.

799 7th AVE.

NEW YORK

SHAPIRO, BERNSTEIN & CO., MUSIC PUBLISHERS.

NEW YORK

NOW IN THEIR NEW QUARTERS - RKO (Radio City Music Hall) BLDG. - 1270 SIXTH AVE., NEW YORK

Pubs Ask Lucky Strike to Poll Only 3 Songs W'kly as Compromise

Music industry last week moved a adjust the distributing effect ich the Lucky Strike broadcasts re alleged to have on the merchanising of sheet music. A compromise roposal, which was approved at a seeting of the Music Publishers rotective Association, asks that the lift Parade! limit its ratings to the ret three tunes and that no men

T.B. Harms Co.

CLOSE TO ME (Definitely the Big Waltz Hit)

LOVE-WHAT ARE YOU DOING TO MY HEART

I'M GOING HOME FOR CHRISTMAS

> HARMS CO. 1250 Sixth Ave. RCA Bidg., N. Y.

Remick

I'LL SING YOU A THOU-SAND LOVE SONGS

Coney Island

Swing for Sale Now That Summer Is Gone

Don't Kiss Me Good Night

REMICK MUSIC CORP. 1250 Sixth Avenue RCA Bidg., N. Y.

Exclusive

Organ Grinder's Swing

In a Sentimental Mood

Ride, Red, Ride

Solitude

You'll love to play our newest Mr. Ghost Goes to Town

EXCLUSIVE PUBLICATIONS

Horms

Presents Blue Eves White Horse Inn I Cannot Live Without Your Love

The Prairie Is My Home Fancy Meeting You In Your Own Quiet Way

Half of Me

HARMS, Inc. 1250 Sixth Ave. RCA Bldg., N.

meeting took the view that, although the music industry was reluctant to do anything that might impair the huge radio investment of the American Tobacco. Co., some measure of self protection had to be adopted by the publishers. It also developed at the meeting that a complaint of unfair competition in connection with the Lucky Strike program had been filed by some publishers: against the Lucky Strike program had been filed by some publishers: against American Tobacco with the Federal Trade Commissi. In relaying this incident to the MPPA, the FTC expressed itself as puzzled as to how somebody in the tobacco industry could harm the interests of some one in the music industry.

By restricting the ratings to the first thread and the size of the first thread and the size of the size of the first thread and the size of the size of the first thread and the size of the size of

in the music industry.

By restricting the ratings to the first three songs, Lucky would not in any way, in the opinion of the publishers, cramp the possibilities of its guessing contest, It is the MPPA's it that the program refer to the tunes outside of the first three as among those which are enjoying sufficient popularity to include them in the week's first 15 hits. By accepting this arrangement, the publishers assert, the air commercial would do away with the detrimental effects of the practice now effect of mentioning the relative standing of each number in the first 15.

Meeting disclosed considerable dis-

tuoming the relative standing of each number in the first 15.

Meeting disclosed considerable disagreement as to whether dealers and distributors of sheet music were following the ratings on the Lucky broadcasts to the point where a drop in ranking would result either in the return of copies of that number or cancellation of orders put in for that number. While Louis Bernstein, of Shapiro, Bernstein & Co., and Jack Bregman, of Robbins Music Corp., declared that they doubted whether the Lucky rating idea was burting, the sheet business, other pubs produced telegrams showing cancellations of sheet orders which had been influenced by a drop in rating on the Lucky program.

It was also advocated by the meet-

Tating on the Lucky program.

It was also advocated by the meeting that Lucky Strike be urged to revise the setup of the songs listed on the postcards which it sends out to prospective contestants. It was suggested that instead of listing these tunes i numerical order all the way from 1 to 15, Lucky could rate the first three and arrange the remai 12 hits alphabetical order.

Campbell's Feist Deal For Gordon-Revel Tunes

Hollywood, Oct. 27.

Jimmy Campbell, music head of Gaumont-British, due on the Coast, has made a deal with Leo Feist, Inc., to publish five Gordon and Revel tunes from Head Over Heels in Love, the Jessie Matthews starrer.

starrer.

Tunes are 'Head Over Heels,' May I Have the Next Romance with You?' Looking Around Corners,' Through Courtesy of Love,' and 'There's That Look in Your Eyes Again.'

2 Song Bootleggers Held in \$100 Bail

York police last week arrest-ed two peddlers of bootleg songrank

Cokos, as the result of evidence col-Cokos, as the result of evidence col-lected by Arthur Hoffman and John Wiener, of the Music Publishers Pro-tective Associ The peddlers were arraigned in night court and held in \$100 ball each.

Crain, , was out on a suspended sentence of 30 days for having committed similar offense. It was his third arrest.

MHC's Collegians

Hollywood.

Publication rights to three college Publication rights to three college times have been mailed by Art Schwartz of the Music Holding Corp. within the past month. Last was I Love Parade, University of Southern California ditty for which Ted. Koehler and Harold Arlen recently wrote new lyrics.
Others nabbed by Schwartz were 'Strike Up the Band for UCLA' and 'The Trojan Marching Song.'

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 plays WEAF, WIZ-and WABC are computed for the week from Sunday through Saturday night (Oct. 18-24). When Did You Leave Heaven? Way You Look Tonight I'll Sing 1,968 Love Songs When Lady Meets Gentleman Dream Awhile Taking Thru My Heart Until Real Thing Comes Along You Turned the Tables. Chapel in the Moonlight Until Teday It Can Happen to You Star Fell Out of Heaven I'm An Old Cowband. Sing, Baby, Sing A Fine Romance Did I Remember? Organ Grinder's Swing Tain't Good I Can't Escape from You To Mary. With Love To familiarize the trade with

Tain't Good
I Can't Escape from You
To Mary, With Love
Want the World to Love
Me and the Moon
My Kingdom for a Kiss
Let's Grow Old Together

Par Seeks New Deal From WB **On 5 Tunesters**

Paramount has appealed to Warway out of the dilemma in which the former finds itself as a result of being partners in the copyrights of the works of such Schwartz, George writers as , Albert Gumble and William J. McKenna. After obtai ing the renewal of copyrights from these writers, Paramount now finds that it can't clear their works side the United States and

asked Warner to work some arrange ment whereby Paramount could pay WB a definite scale for the privilege.

ment whereoy Paramount, could pay WB a definite scale for the privilege. As things now stand, Paramount, owns 50% of the domestic rights to the copyrights of the five writers, with Warner holding the other half. Under the contract it has with these writers, Paramount may settle its own-synchronization prices as far as the United States is concerned. In addition to this right, Paramount may publish, the works of the quintet and performance (nd of the mechanical fees. But once Paramount seeks to use the sync rights in picture outsi the United States, it runs into a serious nag. The other half of the copyright in these writers' works which warner, controls has not expired in foreign countries, with the result that Paramount has no other vay but to deal through WB.

Deal which Paramount has through its subsid, Famous Music Corp., with the five writers gives the former the

Deal which Paramount has through its subsid, Famous Music Corp., with the five writers gives the former the renewal of copyright rights on all their works as the original copyrights expire. In practically all cases Warner publishi subsids were the holders of these original copyrights and as the copyrights expired they obtained the renewal rights from co-authors.

Paramount's investment in the copyright, renewals in the works of Schwartz, Meyer, ryan, Gumble and McKenna figures around \$25,000.

Victor to Rush Two More Murray Disks

His first comedy dialog record with Oswald having clicked, Ken Murraywill immediately make two more for Victor as soon as E. E. Oberstei cording chief, gets back from ishinterland trip to the hill-billy and race si in the South and West, Murray's contract is for eight sides, four this year and four next, but all may be rushed out pronto on strength of the disk sales. Murray and Oswald do their 'Oh, Yea-a-a-h'' nonsense from the radio on the wax. Victor's idea is a Moran and Mack build-up, no comedy dialog on wax having been merchandized for years. They may also do their musical ad lib interludes with orchestral combos later on.

Complaints Filed with FTC Vs. Publishers' Fair Trade Code, Pame 'Invited' to Confab

week caused a mixture of puzzlement and concern

the Music Publishers Protective sociation when the government body notified John G. Paine, MPPA chairnotified John G. Paine, MPPA chairman, that complaints had been filed with it about the way the music industry. was conducting its code of fair trade practices. Paine will appear at the FTC's offices in Washington this Friday (30) to discuss the text of the complaints. He is making the trip at the request of the complaints.

While the names of the complaining publishers were not mentioned, the FTC made it known that the squawks had to do with the alleged non-enforcement of certain provisions of the industry pledge. What was disturbing about this to the heads of the MPPA was the possibility that the charges made in the complaints would become part of the data which the FTC has been collecting in its investigation of the music industry. MPPA officials feel that as long as the FTC does not grant the trade conference asked of it, anything unfavorable about the industry's business practices can become subject to the commission's probe. While the names of the complain-

probe.

It is likely that when Paine calls on the FTC this week he will be accompanied by Joseph V. McKee, cently appointed general counsel for the MPPA and co-ordinator of the music industry. McKee's

Musicians Conclude

Deal With WFIL, Philly. A One-Year Holdout

After weeks of maneuvering, but no progress on either side, local mu-sicians union yesterday (Monday) finally brought

ponent into line. It concluded a pact with WFIL, local NBC blue and

with WFIL, local NBC blue and Mutual outlet, for house band, Deal represents compromises on both sides, but is really victory for union, si WFIL has been holdout for more than a year.

Odd feature of pact is fact it's for only 13 weeks instead of customery year term. Calls for 13 men and leader, with two hours of work overeight hour stretch, six days a week. Rate is regular Class A station figure. Studio already auditioning crews.

CRAWFORD ADMITS DREYFUSES-MAYBE

Robbi

Report Robbi and Metro-Goldwyn-Mayer we're negotiating for the Crawford Music Co. was denied by Bobby. Crawford Monday (26). Crawford explained that what is about to happen to his company is a financial reorganization, with the brothers Max and Louis Dreyfus turnishing the new capital. Crawford also asserted that he has no intention of quitting the firm. Another report had it that the Dreytuses were figuring on placing Larry Uses were figuring on placing Larry Spier, now manager of Harms, Inc., and T. B. Harms Co., with the Crawford and the Marmord was considering accepting a post from RKO as head and of music in its Hollywood studies, but this likewise was described by Crawford as not founded on

Federal Trade Commission last week caused a mixture of puzzlenent and concern of he Music Publishers Protective lociation when the government body notified John G. Paine, MPPA chairman, that complaints had been filed with it about the way the music industry was conducting its code of intervers.

Nelson Shawn Joins Agency

Chicago,

Nelson Shawn with Neisser-Meyerhoff agency here as chief of he agency's radio department.

Shawn has been in charge of personal and vaude appearances for NBC Artists Bureau locally for



A Positive (Goodnight Sweetheart

Another Perfect Night Is Ending

The Mickey Mouse Novelty

Mickey Mouse's **Birthday Party**

Another 'Springtime in the Rockies' There's a Silver Moon On the Golden Gate

HARRY LINK G.P.M.



AND THE MOON SANTLY BROS JOY INC

Witmark Presents

When My Dream Boat

Comes Home

Thru the Courtesy of Love You on My Mind

Waltzing with an Angel My Kingdom for a Kiss Papa Tree Top Tall Bermuda Buggyride

> M. WITMARK & SONS 1230 Sixth Avenue ldg., N. Y.

U. of Iowa's Own Nitery (Boozeless) **To Keep Studes From Road Houses**

Cedar Rapids, Oct. 27.
A nite club without liquor is what students at the University of Iowa in Iow City, near here, are soon to be offered in an effort to cut down week end visits to adjacent road houses.

Alterations

week end visits to adjacent road houses.

Alterations and redecorations in the cafeteria at the Iowa Memorial union, student recreational center, will be made during the next few weeks, which will include installation of a screen for talkers, side tables, dance floor and new acoustics. Place will be called the Silver Shadow. Floor shows with student entertainers are contemplated. Approval of the project has been secured from the finance committee of state. Board Education. Memorial Union was constructed from subscriptions of students and alumni, has adequate dancting space and is utilized for all big university parties. But it lacks the glamor of a nitery, hence the experiment. Doubt has been expressed as to the popularity of the venture without liquor, inasmuch as Iowa has liquor stores under state supervision in 135 cities and towns, including Iowa City. The big problem is how to keep the boys and gals from rolling their own when authorities are not looking.

CALIF. UP IN THE AIR OVER TOY BALLOONS

San Francisco, Oct. 27.
New legislation here last week by
the State Industrial Accident Commission will have an effect on the
use of balloons in the making of
motion pictures, at ight clubs
all places of public gatherings.

all places of guble gatherings.

The law brands places where to balloons are alled with inflammable gas, sold or used, as unsafe places of employment, and industrial hazard.

Toniact with a cigaret.

20 people at a footba game here, Oct. 18. Bearing a policial announcement, the balloons became a hissi ball of flame over the heads of spectators. Following the accident, executives of the Industrial Commission held a meeting acted on the new legislation.

Connie Immerman Lists \$13,659 in Debts in Bktcy.

Conrad Immerman, former owner of connie's Inn and new manager of the Cotton Club, N. Y., filed a voluntary petition in bankruptcy in the U.S. District Court Thursday (22) listing his liabilities at \$13,659 and no assets.

no assets.

Among creditors are Charlotte
Reese and others formerly connected with Connie's Inn, whoseclaims total \$1,523; Edward A Miller, of 'Gotham Life,' on a judgment
for \$1,083; Jean Smith, Hotel Montclair, \$750; Leonard Sillman, 229
West 42nd street, \$5,082; and Martin
Schlesinger, 22 East 40th street,
\$1,950.

'Rita's' Midwest Time

Chicago, Oct. 27.

New unit tagged 'ita Rio Revels,' headed by the Rita Rio band and containing some 25 people, will start a midwest vaude tour Nov. 6 through the Great States time in Illi is and Indiana, plus some additional dates in Wisconsin on independent time and then into the Iowa bookings for RKO.

Unit will then head east. Plaged-through the local Consolidated Radio rists, office.

Quodbach's Coffee Dan's

Coffee Dan's West 51st St., N. Y., opens Election Night (3) under the direction of Al Quodbach. Frank Shaw will m.

Three Reasons and n Fogarty in the show. Charles Boulan-

ger's orchestra.

CORONADO'S 2 BANDS

Galveston.

Club oronado, Houston, opened for season Thursday (22). A. Lamania is manager.

Spot has a two-orchestra policy, with Silvisa Dixie Swing band and Manuel Contreras' Latin-Americans.

Paul Sydell is not going to tour with the Mike Speciale Maylair Carlon unit of Cieveland, as announced, He has n extended engagement at the Paradise restaurant, New York.

Mrs. Santrey Sinking

Hazel Walton Santrey, wife of Henry Santrey, the band leader, is in serious condition and dire circum-stances at Polyclinic hospital, New

York, the hospital si weeks, Mrs. Santrey has undergone a major operation and several transfusions.
All efforts to locate Santrey, who last heard from when on the with his own it, been road with his own unsuccessful.

Peace Looms on Pitts. Music But Phil. Status Quo

Pittsburgh, Oct. 27.
ism. between the musicians union here and Warner Bros.
pears headed for a welding is week. Couple more confabs are scheduled this week and it is possible that stage shows will return to the Stanley on Nov. 6.
Vaude has been out of the Stanley since the old contract with the musicians expired several weeks ago.

Affairs with Warner Bros., stale-mated over terms for house bands in vaudilim houses, remain unchanged. Understood that Warners is holding out now until the union's annual elections, early in December, hoping President A. A. Tomei will be defeated for re-election and a better deal can be, made with his successor. Little chance of that is seen, however, and it's expected the disputants will then huddle for another stab at peace.

Chief point of the contention, continues to be the question of how mainy days' work WB will guarantee bands in nabe vaude houses. Old figure was one day weekly. Union is holding out for two under the new terms. Understood Warners is glad to omit vaude in all nabes and in the downtown Fox, which has been holding up well on straight pix. But the Earle, other big downtown house, almost a dead loss on a straight pix policy and WB exees are wrinkling their foreheads over that. Union is refusing to discuss Fox and Earle deals until the nabe holding off from negotiation, the union icketing all Warner houses.

Threat by the union to pull out Philadelphi

houses.

Threat by the union to pull out booth operators in all houses in poohpoohed by the projectionist union heads. They'll walk out if WB hires non-union bands, they say, but won't consider it under the present setup.

Elsa Maxwell to Repeat As N.Y. Versailles' M.C.

Elsa Maxwell goes back into the Versailles, New York, Dec. 1 to head the floor show. returns from

the noor show.

Europe Nov. 1.

Miss Maxwell played the same spot last year. Repeat set by the William Morris office.

Obit

Nashville, Oct. 27.
Eastern Burlesque Ass'n, which had been presenting burlesque stock at the Orpheum since early in September, died here Oct. 17.
Show, which opened day before expiration, 'Artist Models.'

Johnny Hyde to Coast

Johnny Hyde, William Morris; agency's, eastern manager, who henceforth, ill periodically commute between New York and Hollywood, left for the Coast yesterday (Tuesday). He'll be there six weeks. Abe Lastfoyel is due in New York on or about Dec. 1.

SYDELL AS IS

Paul Sydell is not going to tour with the Mike Speciale Mayfair Ca-sino unit of Cleveland, as an-

Despite agitation in reli ious elrcles over alleged obscenity on the
stage and in advertising for the
weekend RKO vaudeville shows at
Proctor's, Troy, there was no police
interference or action. Also erroncous was the report that Alex Gerbeen subject to police censorship.
Most of the agitation was confined
to a couple of editorials i The
Evangelist, Catholic weekly published in Albany. Alleged objecttionable performances and advertising were attacked, but no show was
named.

gamed. Gerber unit was connected with Gerber unit was connected with the reports through opening the same day as the major editorial was pub-lished, after being billed by the house several days previously. The Troy, house is on the regular RKO vaude book in 'New York and had played the same its' booked in other RKO houses prior to the Ger-ber unit.

15 YEARS AGO

(From Variety and Clipper)

duction after a slump. About 40 productions going.

Finally decided to screen 'Ben Hur' in Italy. Had to come home to finish it as fascist excitement upset the mobs used.

Vanistry held that the current Palace bill in M. Y. cost more than the Follies and was worth more. Whiteman's band, Ruth Roye, Hal Skelly, Arnold, Daly, Charles King, Lila Rhodes and Venetia Gould, not to mention Avon Comedy Four. Mi ie Miller was in Skelly's act.

Will Mahoney was at the Colonial, N. Y., in a nut act. Roger Imhof and Coreen, and Eddie Leonard on the same bill.

Cliff Edwards doing his first single at the Audubon, N.Y. Had two club dates following his night perform-ance, Little, and Cafe de Paree. Played the Little at 3:30 a.m.

Small riot at the Al Jolson (now the Venice) Sunday night. At in-termission regulars decided that if the second half was no better than the opener they would start some-thing. It wasn't and they did.

Vaudeville in a booking tion and some 400 acts were laying off. Novelty then.

Gallagher and Shean beat a con-tract jam on the legal decision they were not u ique. Booked by the Shuberts, but working for Keith.

Clarke and McCullough in Chi at the Apollo.

Dorothy Jardon, from opera, and studios, were at the Palace, Chicago. Jazz had the edge.

Eddie Cantor, who had a 20 per cent cut i the 'Midnight Rounders' co, persuaded, to fill a date at the Great Northern, Chicago, Guaranteed his share would be not less than his \$1,250 salary and no concern in the a pretty dead spot.

ue was doing little bet-not much. Below the pre-

Equity treasury low ac asked to kick in with one-ei salary for one week.

was cautious.

Name assured a show, and public was cautious.

Federal judge i California versed the old ruling and declared actors to have a first lien on assets of defunct shows. Had been eating at second table, if any, with commercial debts paid first.

Illusion of sawing a woman in two, just then all the rage, shown to be an oldie. Listed in a catalog of 25 years before.

C. C. in Cleve.

Cleveland, Oct. 27.
Mike Speciale is bringing the Cotton Club unit in from New York for Gordon's Ambassador Club.
Hertell Collins heads troupe of 22, due Thursday (29),

Newspaper 'Censorship' Loew's Getting 1st French Casino Unit To Play N. Y. Date; \$7,500 Plus Split

Wolfson to London

Lou Wollson, in the Coast William Morris office for a groundwork on pic biz, New York in November, prior to salling for London Nov. He goes abroad with Harry Foster, also on the Coast currently, whose London office he joins as the William Morris rep. Val Parnell's return abroad is indefinite as to date. He's still in Chicago on a talent prow! and it's possible he'll precede Foster and Wolfson to London.

Loew's 20-Week **Bid Spurned By Balto Musicians**

Baltimore, Oct. 27. Musicians (Tuesday) ixed latest made them by Loew's Century, which has been straight films since Sept. and now ince Sept. and now occasional vaude to bolster ills when showing weaker pi . Vogel, Loew's theatre operati came to operati

with city manager town iii Saxton presented deal to guaranteei itmen 20 non-consec-utive weeks' work between now and Labor Day, also asking musicians name a new salary since the Cen-

name a new salary since the Cen-tury would be willing to add on few dollars over the established scale of \$75 per man.

A peculiar arrangement at Local No. 40 places answers to such pro-posals i hands of the pitmen for-merly employed by Century. The union board put the matter up to the 12 musikers and they turned it. down.

down. Reason is quite simple, in that the

the 12 musikers and they turned it. down.

Reason is quite simple, in that the musikers figured themselves better off by remaining idle, since they have been on strike salaries of \$37.50 weekly each since the lay-off eight weeks ago, and will continue getting that pay figure till termination of union's-year next Eabor Day.

Forty-four weeks at strike salaries, with no duties required, are more desirable to the 12 musicians than 20 weeks' work out of the next forty-four at \$90 per mán.

When the Century dropped pitmen to play off some strong films, house wanted to restore vaude after six weeks, but the union asked that musicians be paid for lay-off time before granting new contract. Century balked, then a fortnight ago asked for a contract permitting house to get pitmen on call basis without guaranteeing any number of year. Musicians withdrew demand for back pay during weeks bandmen have been idle, but asked for solid contract to extend-for the rest of the season, which Century was unwilling to agree to.

Now this third and latest effort of Loew to bridge the musical breach so theatre can play occasional vaude has foundered.

Buddy Fisher's Own Club Opens Nov. 6 in K. C

Chenis Nov. 6 In A. C.

(Kansas City,
Buddy Fisher opens his new club
here Nov. 6. Fisher has signed for
exclusive MCA bookings.

Spot will have a no-cover policy
with mi imum at \$2 and \$3. Location is old Gaiety buildi
are to expand the 235 seati
ity to 760 if place catches on.

Opening is more or less of a feeler presenting Fisher's band and three or four acts, headed by George

SANFORD OUT

Bobby Sanford is no longer asso-ciated with new 57th street nitery. Georgian Hall (nee Bobby Sanford's Show Place), in N. Y. Meyer Davis also out since remodeling started. Work on the projected nitery, started last spring and still incom-plete, is being continued.

First of the French Casino units to play a Broadway spot other than the nitery will be Folies Parisienne; which goes into Loew's State week of Dec. 11. Casino management has been against booking any of its shows elsewhere. New York up to now, but okayed the State booking because it falls duri between-show shuttering nitery.

ritery.

French Casino closes Dec. 10 durnitery.
French Casino closes Dec. 10 during rehearsals of a new show, which reopens the place Dec. 24. Disposition of the present Casino show, Folies d'Amour, awaits Cliff Fischer's return from Europe Nov. 9. Shuberts had a deal on to take on the road for one-niters, but that appears to be off, with likelihood now that it will be sent to London. Parisienne unit's State date involves a guarantee of \$7,500 and percentage. It's currently at the Palacc, Chicago, and. goes to Milwaukee, also for RKO, prior to coming into New York. After completing theatre bookings it returns to the floor Jan. 18 at the Fischer-Haring & Blumental Mami-nitery.

18 at the Fischer that that Miami intery.
Casino's unit bookings are handled by Miles Ingalls, of the nitery management's agency adjunct.

SARANAC LAKE

Leonard Grotte of Loew's rospect, Flushi, and his frau vacashing while trying to bag either a buck, bear or ground hog or they'll settle for a fish.

for a fish.

Ben Schaffer must have struck oil.

Ben Schaffer must have struck oil.

He is New Yorking and renewing acquaintances at the Automat. First trip out of the san in eight years.

Johnny iGivanni, Jersey manager, holding up nicely. The check-up puts him in the ok.

Harry Gordon, who mastered the second stage of the Rib op, now readying for No. 30. His wife is chirping nightly at the Floridel nitery.

Chris Hagedorn, New Yorking for

Chris Hagedorn, New Yorking for a touch of big street ozone. Sal Ragone back at the lodge after-seeing Brooklyn.

Bank nite money at the local show shop up to \$400. Local merchant started 'protect your winnings' idea by letting natives ister at store and should name be called, he pays the amount in full. Two bits a registration, with plenty of takers.

of takers.

NVA lodge preparing for big Halloween Eve party, with costumes and everything, Dolph Singer writing special material for stage show to be given by the patients. Joseph Parker heading the entertainment committee.

Write to those you know in Sara-nac and clsewhere that are sick.

NITERY NOTES

Billy Gray and Jerr Bergen, ap-Billy Gray and Jerr Bergen, ap-pearing at the Hollywood Casanova Club, pulled out their fellow en-tertainers for spots in their first short film at Metro studio. Those in are Hal Chansler band; uny Nolan, Mary Far dores.

Toni Clark and Mae Halliday, terp team, booked indef at Syracuse hotel,

Amateur Hours

(Continued from page 1)

guesters to be red hereafter. guesters to be red hereafter, who, sty, ad agency, so far has it up Ray Murray, Block and and Jack Waldron in the guester i-vision. Benny Rubin's m.c. chores are renewed for 13 more weeks. Possibility, that the seri will move into some Manhattan legic theatre early.

atre early month. National theatre has been eyed as a match for the program's title, ut the deal may hit a great in the second of the program's title. ard the deal may hit a snag in which case autother show-shop will be contacted. After Jan. 3 the hookup expands to take in the Lee system KWK, St. Louis, and KEEL, Denver.

are bei hauled morgue.
Still flourish in foreign countries, however, where they got a later start than in the U. S.

Agent Slugged as New Nitery-Actors Union Tries to Get Foothold in Milw.

ichard Pritchard, nitery agent here, was brutally beaten by two men as he came from the Miami club early last week. He was confined to the hospital for several days with a

the hospital for several days with a stashed scalp. The next cafe men met secretly. It was decided that the streetly. It was decided that the stugging of Pritchard was the opening act in a program of strong arm terrorism to force actors and singers into a new unillished a page story, claiming Pritchard's beating was the signal for open warfare among theatrical ions. The newspaper stated that everal days before he was attacked, Pritchard was approached by two men who said they were organizers for a union, and they gave Pritchard ounderstand that he was to aid them in getting the actors and entertainers under his control to join the organization.

Pritchard was told that he better comply with their demands or else-Several days later he was slurged. Although Oscar Olsen, business agent of the Motton, icture Projectionists' Union has been active in the formation of the American Federation of Actors, he disclaims knowledge of the new organization. Olsen was shot at several months

Olsen was shot at several months ago.

Talk that is going the rounds of the night spots is that many entertainers have already been forced to pay 'dues.' A number of the entertainers have complained to the night club operators of being threatened. On the other hand, operators have fortified their places of business against attacks by iring extra bouncers. In some cases the bouncers patrol sidewalks and alleys.

Police are studying all theatrical unions and claim to have a line on the thugs who beat Pritchard.

Whitehead Flies to Milw.

Whitehead Files to Milw.
Ralph Whitehead, executive secretary of the American Federation of Actors, flew to Milwaukee Saturday (24) from New York to look into the nitery labor situation.
Claimed before leaving that he had not been apprised of the name of the organization allegedly doing the cutti in, at the same time declaring that the AFA is not involved in any difficulties ith nitery ops in Milwaukee.

ETHEL WATERS' RECORD \$9.700 AT 40c IN BALTO

Baltimore, Oct. Baltimore, Oct. 27.
All-time high gross for any Negrotheatre here was attained last weelby the Royal. vaudfillner operated
by the Stiefel Bros.
Snagged \$9,700 at a 40c. ton with
stage-show headed by Ethel Waters,
appeari , for first time here
colored theatre.

Dallas Musicians Dicker: **Majestic Restores Vaude**

Majestic Restores Vaude
Dallas, Oct. 27.
Bob O'Donnell. Interstate g.m., sits down today (27) with representatives of musicians union overscale for Majestic's pit band. Current rate is \$45, but union is pointing toward Centennial's \$75 rate as talk commences.
First stage show, Weaver Bros.
First stage show, Weaver Bros.
The commence of the commence

Fan dancer's unit includes William and Joe Mandell, Nelly Kelly, Roy and Maye, Rose Reedy and Ned Coupland.

2 TEAMS FOR MEXICO

Dallas,
Two American dance acts trek to
Mexico City's Alameda for opening
Nov.

Nov.
They are Huntley isters and lanche and Elliott, both set through local MCA office.

2 FOR HUTTON

Paramount has spotted Ina Ray Hutton's band for two weeks. All-girl outfit opens Dec. 25 at the Chicago, Chicago, with Detroit New Year's week.

DANIELS ADDS WK. AND 3 DAYS TO N.W. TIME

Seattle, Oct. 27. Seattle, Oct. 27.
Joe. Daniels expanded his bookings in the N. W., "ith State in Salem, Ore. three days, and Palomar, Seattle, full week, being latest additions. Five acts used.

ive acts used:

r club. Longvi and
northwest's leadi club;
ur acts ison theatre, New
for and Capitol, Port-Pioneer Ranch, northweusing four acts. ng four acus estminster, . .. and Capito a now use full week bill

Fischer Sues MCA Over Rights to **Folies Bergeres**

ights to the American ownership of the Folies Bergéres' title is the subject. Iltigation by Clifford C. Fischer against J. Stein and the Music Cop. of Amer Music Cop. of American Stein and the Casino Music Corp. of Amer the producer of the producer of the casino shows and with Stei, who is president of MCA, was associated in the Folies Beregers Producing Co. Inc., which two years ago, first introduced the Folies Bergeres type of shows into the cabaret-theatre, now known as the French Casino, on Broadway. Fischer, through House, Grossman, Vorhaus & Hemley, wants an injunction and judgment restraining MCA from use of the Folies Bergeres tille. Julian T. Abeles, for Stei MCA, avers that the F. B. Producing Co. Inc.; Fisoher claims sole U. owner-

MCA, avers that the F. B. Toutcome Co. Inc.;
Fischer claims sole U. ownership of the Folies title through arrangement with Jacques Derval of the Folies Bergeres. Paris. The Franco-American entrepreneur, currecently in France, is readying another show for the French Casino on Broadway, which he plans calling Folies Bergeres of 1837, with the intention of making it annual celition.

intention of making it annual colition.

Paradoxically, both Fischer and Stein were jointly allicd when they sued, through the Folies Bergeres Prod. Co., Inc., to restrain 20th Century-Fox from using the title on a filmusical over two years ago. Joe Schenck and 20th at that time settled with Fischer even though contending that all the Fischer-Stein faction owned was the U.S. stage rights; whereas 20th, allegedly, had made a private agreement ith Derval of Paris for the film rights to the revue title.

Stern Takes Over B'klyn Chow Meinery as Nitery

Harold S(crn, the band leader, is aking over the Fulton Royal, for-er chow moinery downtown taking over the rution Royal, mer chow meinery downt Brooklyn, for itery purposes, nami it the Merry-Go-Round, Opens Dec. 1 with Stern's orc tra and Jack Oster as m.c.

2 Colored Vaudfilmers

In Philly Realigned
Philadclobi Oct. 27.
Operation of the Nixon, colored vaudilmer, has been taken over by Sam Stiefel, who already operates Lincoln, from Thomas Burns Anusc. Co., backed by Bob Lynch, local M-G
representative, Fi colored
vaude houses too downlown Philly.
Will conti ing both vaude, but to avoid direct rivalry. ing policies

CUMMINGS DOUBLING

the Roy Cummings, currently the Rainbow Room in Radio City, ill double at the Roxy, New York, the

Set by Artists' Syndicate MOGUL TO BOSTON

Mogul, lobby mentalist, goes to the RKO Memorial, Boston, for a run Oct, 30 after wi ing up a 14 weeks stay at the Paramount, New York, that had but one interruption. Milton Berger agented.

Minneapolis, Oct. 27.
With all local hotels already
sold out for Nov. 6; the date of
the Minnesota-Iowa football homecoming game here, the Orpheum has been unable vet to pheum has been unable yet to solve the problem of findi commodations for the 74 mem-bers, mostly girls, of the second French Casino show which opens at that house Nov. 5. Manager ill Sears now is trying to place the troupe private homes.

Bobby Breen Headlines Auto Show Sans Girl Singer of Cantor Stanza

San Francisco, Oct. 27.

Bobby juve.si on Eddie Cantor's CBS-Texaco program; Meredith Willson, NBC Western Division general music supervisor, with a 30-piece ork. Ralina Zarova, NBC soprano, signed for the annual auto show at the Civic Auditorium; Nov. 14 to 21, inclusive. Auto show exces were also interested i Deanna Durbin. 13-year-old singer; whom Cantor discovered, but Breen's managers are said to have vetoed the idea. Willson and Miss Zarova were signed through NBC Artists Service.

Breen's only previous local personal appearance was in Cantor's stage act at the Golden Gate theatre last August.

Manager
Wahlgreen
Previously tried line up Rudy vallee for the show, but Vallee's air sponsor nixed shift is program to San Francisco.

Ethel Waters' Band

Unit Booked by RKO Ethel Waters' colored band unit gets two RKO weeks, commencing Nov. 6 Cleveland, with Boston following. William Morris office is

handling. Bill Howard, RKO booker, bought the show after catchi it at Howard, colored house, in Washi

ton last week. it com-Waters. Besides Miss persones miss waters, it com-prises Eddie Mallory's band, rown Sisters, Six Lindy Hoppers, Teddy Hale and others. There are 31 people in the troupe, with no line.

Chez Paree's Male Trio, But Only One at a Time

But Uniy One at a Time Chicago,
Joey Jacobson, has set a string of three male vocalists to headine three successive shows at the Chez Paree, Dated in Morton Downey, Benny, ields and Harry Richman, in that order.
All through the William Morris agency.

Bookers Must Make Sleeper Jumps to **See New Acts and Units for East Now**

NEW CHI TROCADERO WITH \$1,750 BUDGET

Chicago, Oct. 27,
New cafe tagged Trocadero will
open on Lake Shore Drive on the
near northside on Nov. 23, its
Steve and George Otis operating.
Nitery, will use a band and
specialty acts, but no line. Benay
Venuta may be opening headliner.
Budget, for entertainment ill run
around \$1,780 weekly.
Spot will be booked the
Duke Yell ice here.

Eastern Vaude **Finds Picture** Names Scarce

Expected influx of picture names Expected influx of picture names to the east for personal appearances in theatres has failed to eventuate. Booking office queries to the agent and studios on the Coast reveal that most of the players to chusy because of enlarged production schedules at the studios to venture out for stage dates.

ture out for stage dates.

Failure of the film branch to provide headli variety end in something of a hole,
there being no other held at the
present time that vaudeville can
draw from for names. Radio personalities, according to the vaude
bookers, are personal non grata with
audiences the present time—at
least so as providing as provi ing

Only alternative right now lies in the way of units, though the bookers admit there are few of these around falli classification of attractions.

show spots as a new source of outside income, whenever wanted, has also tended to take the edge off, theatre bookings from the picture players viewpoint. Most of the radio jobs don't require departure from Hollywood, and in many instances 10 minutes on the air pays as well as a whole week in a theatre.

Blossom's Winter Closing

Detroit, Oct. 27. lossom Heath, road spot, closes Oct. 30 for the winter.

Lay Unions Lending Moral Support As Nat'l Theatre Picketing Looms

While i New York support is being obtai various crafts and ing out a various craits and non-union organizations i its drive to force flesh back into the theatres in numerous parts of country union musicians are moving toward what may ultimately be a national country organization of the notation o the pol-

front may quickly tained i New England as the result of a meeting at Portland, Me., Sunday (25), called by Henry Zaceardi, president of the Hartford local, for the purpose of discussing a picketing campaign in all New England states. Meantime, in other scattered parts of the country, a drive patterned after York's; has been inaugurated.

inaugurated.

Local present picketing 26 houses. A new sign brought out which is designed to affect the public reads: "Don't be cheated." You can see a picture and added stage show for the price of a icture alone."

Several unions allied with the show business are ing their members not to visit non-flesh houses. Italian Dress and Waist Makers Union, with a memwith a mem-Makers Union, wi of 40,000, is telli

lie commercial broadensts about musicians' drive. The cooks' union, printing pressmen, International Association of Machi ists. Novelty and Mirror Workers and Painters, Decorators and Paperangers all supporting 802 through requesting support of merapherships. Outside non-union cooperation has been offered by the League of Neighborhood Clubs, which promises it will carry its support of 802's campaign into all its branches. commercial broadcasts branches

port of 802's campaign into all its branches.

In Canton, the local union has not voted a drive of its own, but has forbidden its member, shi to enter theatres not using music. Jacksonville, Fla., has already started drive of own, while in Balti and San-Francisco the locals are appealing to the public. In Frisco the local: sending floats around town. The Houston local has informed 802 that it is watching the New York campaign and, while conditions are different there, that it is giving serious consideration to adoption of a drive patterned as much after New York's appossible. Kingston, N. Y., is getting up a pettion urging return of stage, shows and music, while Willimigton has ordered buttons for circulation among fans. The Winnington has ordered buttons for circulation among fans. The Winnington has ordered buttons for circulation among fans. In dicated it is interested in a local campaign and has asked for all data on it.

Vaudeville bookers are agai trekking to far off places this seaso to catch acts and u its, there bein complete dearth of

to catch acts and u its, there bein complete idea(th of break-ishowing, houses New You the surroundin territory, ast week Si ney Piermont of Loew's and. Harry alcheim of Paramount had to go to Chieugo to see new talent and u its.

Paramount is making an effort to ease the situati somewhat utilizing its theatre (Paramount) in Springfield, Mass, as a showing spot for units. House last played shows only at five and six-week in the tryles, double features prevailing i between, but this season is playing u its every two and three weeks.

Aside from Hershey, Pa, a three-day stand. Springfield is now the hooly available showing spot for units in the east. New York bookers, unless traveling to Chicago, have either got, to catch the productions Springfield or Pennsylvani, or else book them cold out of the rehearsal halls, or sight unseen.

Situation for indivi eacts even tougher, there being no breaki or showing houses available at all it the Indie spots are practically extinct, or else employing the same tactics. The major circuits,

the Indie spots are practically extinct, or else employing the same tactics: the major circuits, by demanding proven material.

ITALIAN LUCY BOYER FOR RAINBOW RM., N. Y.

Milly Monti (Mignone, in private life), the Lucienne Boyer of Italy, arrives Nov. 5 from that country to make American debut at the Rainbow Room, N. Y. John Roy had previously booked in Mille. Boyer in her first U. S. nitery engagement and decided on Signorina Monti from her Toyelgn rep. her disks, and

and decided on Signorina Monti from her Toreign rep, her disks, and on certain recommendations from Rockefeller sources.

Miss Monti opens Nov. 11 when complete new show also comes in. Sheila Barrett completes six weeks on that date, and goes to Florida. She's slated for a return later in the winter.

Enrica and Novello succeed Gomez and Winona and Edgar Bergen, the ventriloquist, is en route from England to also open on the same date.

land to also open on the same date. Ray Noble's orchestra conti through the winter season.

Girls Allege Backstage Thefts at Palace, Col'mb's

Thetts at Palace, Col'mb's
Columbus, Oct. 27:
hree Folles Parislenne' unit girls
reported to police that burglar ransacked their dressing rooms in the
RKO Palace and took \$105 in cash.
Vera Grove reported \$50 stolen,
Sonney Faye complai
containing \$50 was missing, and
Anna Lass said \$5 was taken from
her.

Pitt's 'Noose' Meller

Morry Fierst and Clyde McKay, previously active in little theatre doings locally, are preparing Snatched from Noose' for presentation in Fort Pitt hotel's English Room, where George Sharp's production. 'The Drunkard' ran couple of seasons ago for 40 weeks, ierst-McKay.

for 40 weeks. ierst-McKay show will open mid-dle of next month.

2 Months and Out

Kansas City, Oct. 27.
Empress (burlesque) has folded
already. House, under management
of Harry Hirsh Enterprises, broked
Independent wheel shows.
It was open less than two months.

Vincent Moves In

Chicago, Oct.
Al Roth, owner of the Blackhawk, has taken up the option on Romo Vincent, comedian m.c., and will hold him until Jan. 1 new contents.

Roth is figuring on going into mor

distribution of the control of the c

A Page Out of Old Vaudeville

By Joe Laurie, Jr.

The Ventrilognist

Set: Interior in TWO with table and chair, center, Large drinking glass, package cigarettes and bottle of liquor on table. (This is VERY important.) There is also a small! BOX stage left. MUSIC. VERY important.) There is also a small BOX stage left. MUSIC PLAYS FORTE AND DIES DOWN PLAYS FORTE AND DIES DOWN
AS VENTRILOQUIST ENTERS
AND GETS SEATED AT TABLE.
V: Well Tommy, and how are you
feel this evening?
Tom: feel li the house.
(Dummy looking around and up at

gallery).
V: And how's that?
Tom: Half full.

Tom: I'm the head of the

Tom: I'm the head of the class.
V: Well that's very nice. So you're the head of the class?.
Tom: Yeh,—when the recess bell (Winks at: lenge).
Yeng isse how smart you are, young man. Do you know anything about gegraphy?
Tom: Gelolopi?
V: No my boy, geography.
Tom: Oh. I thought you said recography.

Tom: Oh I thought you said geography. What is the shape of the world?

Tom: It's in very bad shape.

V: Now quit your stalling. What is the shape of the earth!

Tom: (Dummy looks puzzled, and mumbles to himself, as Ventriloquist busies himself with some things on the table). It's—it's OBLONG.

V: No, No, Why any fool knows what the shape of the earth is.

Tom: Do you?

V Why certainly, (Catches the

what the shape of the earth is.
Tom: Do you?
V. Why certainly. (Catches the Idea and pushes dummy). Now look, I will help you. Now what is the shape of your father's cuff buttons?



Lillian BERNARD and Flo HENRIE

he Female Van and Schenck Consecutive Month in One Block Now CLUB ALABAM, Chicago

Thanks to JACK HYLTON For Solid Booking in Englan YMMHOL

HOWARD

Tom: They're square.
V: No, I don't mean the ones he wears on week days. I mean the ones he wears on Sunday?
Tom: Oh, the Sunday ones.
Ty: That's ri . Now what's the shape of the world?

Tom: Square on week days and round on Sundays.

round on Sundays.
V: The very idea.
Tom: Wl.y ain't dat ri
V: What did you say?
Tom: I said ain't dat right?
V: in't? I'm surprised at you.
Don't you know that isn't very good
English? Ai Why where's your
grammar?
Tom: She's home with my grand-

V: By the way, Tommy, how are

V: By the way, Tommy, how are things at your house?

Tom: Say, did you know we have a goat at our house?

V: Now Tommy, you aren't going to tell me that old about the goat hasn't any nose?

Tom: is one has a nose.

V: Then, it's the one that has four legs that reach to the ground?

Tom: No, this is a goat we sleep with.

with.

V: mean to sit there and tell me you sleep with a goat?

Tom: Mocking ventriloquist. Yeh, that's what I mean to tell you.

V: Well, how can you stand it?

Tom: Oh, he's getting used to it.

V: (Aside). He's getting used to it.

The very idea.

Tom: And did you know we had two barrels of whisley in our cellar and some Democrat stole one of them?

them?

V: How did you know it was a Democrat that stole one of them?

Tom: Cause if it was a Republican hed a stole BOTH of them.

V: By the way, what is your father, a Republican or a Democrat?

Tom: He is a Democrat.

V: What are you?

Tom: Well, my father is a Democrat, so I'm a Democrat.

V: Supposing your father was a horsethief? them

norsethief? Tom: Then I'd be Republican.
V: You're pretty smart lad, Tommy.

Tom: sure. My father and I are the smartest people in the world.
V: How do you make that out?

Tom: Because between my father

and me we can answer any question V: Is that so? Well, who is going to be our next President?

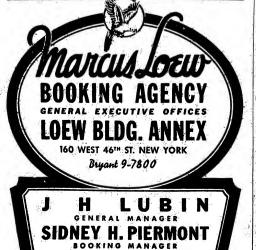
Tom That's one of the questions my father can answer.

(NEGRO VOICE FROM SMALL BOX). Let me out, Let me out, The Naigur wants to get out.

The Naigur wants to get out.

V: Why I'm surprised at you calling him Naigur. His name is Sambo. He is the same kind of a little man that you are; only he's of the colored race, and you're of the white race. In fact we all belong to the human (Dummy laughs). What are you laughing at, the human race?

The THEATRE of the STARS



Tom: Yeh. (Ha; , ha.) You're not in it.

V: Just for that you sit here and I'll get Sambo. (Gets Sambo out of too and places him on one knee and Tohmy on the other). Tom: Hello, Eight Ball.

Sam: Hello, Irish. (Fight starts).

V: Here boys, if you don't stop your fighting I'll put you back in the box.

Tom: If you do, how are you going to make a living?

V: Oh, is that so? I'll have you understand I have a trade. I'm a cooper.

understand I have a trade. I'm a cooper. Tom: A copper? V: No, no. A cooper. In fact my father is a cooper, too. Do you know what a cooper is? Tom: Yeh. What (SAMBO LAUGHS). V: A cooper is a man that puts heads barrels. (Tom laughs), What are you laughing at?

V: A cooper is a man that puts beareds. barrels, (Tom laughs). What are you laughing at?

Tom: (Laughs). You say your old man is a cooperer?

V: Why, yes.

Tom: Well, he certainly put a bum

Tom: Well, he certainly put a bum head on you. V: I'll have you understand I have something i my head. Tom: Yeh, I noticed it; you better take something to kill 'em. (SAMBO LAUGHS). What is Ink Spot laugh-

ing at?
Sam: My pappy. The ight we were goi to have company in

our house.

Tom: You don't live in a house—
you live i tree.

V: Keep quiet, Tommy. Go ahead

V: Keep quiet, Tommy, Go ahead Sambo.
Sam: We were going to have company in our house and pappy started scratching head and I said, "Guess the company has arrived!"—so we had to kill the company.
Tom: Do you know the trunk I travel in?

V: Why, yes.

Tom: Well, coming to the theatre, the expressman threw me around something terrible. V: He did? Tom: I'll say he di

V: Why didn't you give him a piece of your mind? In other words, why didn't you talk back to him? Tom: How could I when you were at the hotel? (Winks at audience as

Ventriloquist acts embarrassed)

V: Now that will do. I want you boys to sing a song.

Tom: You mean

tom: You mean V: Yes, you and Sambo, I want you, Sambo, to sing like your little sister sings, you know soprano, and you, Tommy, sing alto.

Tom: Hey, let me whisper something in you see

Tom: Hey, let me whisper something in your ear.
V: (Puts Tommy to and acts as if Tommy whispering something to him). Why no, of course not. I don't want you both to sing at the same time.
Tom: I thought not.
V: I want you to take one line and Sambo the other.
Sambo: Yes, Sir. What you all gonna be doing while we're singing?
V: I will smoke a eigarette, eat a banana and, drink a large glass of whiskey.

whiskey.

Tom: We got to do all the work while you have a good time.

V: That's enough; now go ahead,
Tom: (Looks at Leader.) All right,

Professor.
(Orchestra plays introduction of schooldays.)
V: Go ahead and sing. (He starts choking a little, and wipes mouth with handkerchi

with nandiserchi
Tom: How can we when
you're choking?
V: Go ahead (SING SCHOOLDAYS'. isti with heads removed
from Dummies).

Simpson Gags

(Continued from page 1)

that it is not in good public taste to say anything about the matter.

say anything about the matter.

Oct. 27.

Irate citizens are still writing letters to officials of the Norfolk Forum, as a result of its president, John E. Capps, asking Cosmo Hamilton, English lecturer and playwright, what the British thought of the King and Mrs. Wally impson, the ight of Cotober (19) during forum period. Capps got flood of mail after Hamilton's appearance plained that Hamilton suggested such a question might pep up the afternath. Hamilton was as right as Sherman, except when the quizz was popped wrath hit the skytops. Staid citizens have been inking in angry protests despite topic of lecture, 'King Edward VIII and His Problems.'

Hamilton sai impson was just a friend and was beloved of the royal family.

NEW ACTS

SUNNY FORBES

SUNNY FORBES
Songs
6 Mins.

Iridium Roem, N. Y.

Mrs. Alexander Cochrane Forbes is Sunny Forbes professionally. She's another in the socialite songstress cycle which has been a vogue since Eve Symington started it in a big way at Place Pigalle three winters after a state of the state of the State of the Waldorf-Astoria this week, incidentally) most of the others have been more socialite than songstress.

Sunny Forbes a nice looking girl with a throaty, somewhat Libbyholmanesque voice, but it ends there broadly speaking. It's polite enough for parlor entertainment, but it's not professional or big league, she does two songs. The Way You Look Tonight' and New York After Dark, the latter a special by Vernon Duke and Ted Fetter. Being socialite, and the St. Regis being one of the hubs of the Park avenue whirt, the Mrs. Alexander Cochrane Forbes name must needs represent.

ADELE GIRARD Songs 10 Mins. Hotel Lincoln.

New songstress with ick Stabile's orchestra at this Times Square hostelry. Miss Girard's voice is full, only it needs to be placed with more care for the microphone presentations. She is a stylist with a flair for comedy numbers in addition to stagist pop turn singing. Versatility has the ring good after a few numbers. numbers.

g is in theme, with figuring in the spotlight Very attractive. *Bral*.

LOEW'S SHOWING HOUSE REVERTS TO STR.-PIX

Loew's Grand, the Bronx, which opened a few weeks ago as the circuit's only showing house, drops stage shows Friday (30) permanently with the showing of 'The Great Ziegfeld' (MG).

House has been playing five acts on a split-week, at least two or three acts in every show being new.

iz hadn't been so forte.

Mussolini

(Continued from page 11)

against Italy's ban on withdrawal of funds by U. S. film exporters are being laughed off by Mussolini,

ing to indicati in government circles week.

Affirming reports that the embassy at Rome has been asked to appeal for modification of Italian exchange restrictions, State Department of-ficials declined to iscuss the status of the case on the ground that publicity might upset delicate negotiations. Hints were that no encourage-ment has been obtained from Am-bassador Phillips, who was charged with asking Mussolini to be more

generous. generous.

Regulations ich have drawn fire will prohibit withdrawal of more than 25% of American firms' Italian balances, with the remainder being held in Italy finance activities at the Fascist's new \$10,000,000 studio, currently under construction near

Rome.

Restrictions apply to all foreigners doing business i Italy, according to information reaching the State

TOMMY DORSEY ORCH, (19)
With 3 Esquires, Edythe Wright,
Jack Leonard
23 Mins,; Full (Special)
State, N. Y.

23 Mins.; Full ('special)
State, N. Y.

This is an upper crust aggregati which makes musical conversati with a dash of tuneful comedy, punch and swing. Dorsey works the brass in with saxes and lets the boys and their instruments do all the chatter, thus presenting practically all controls as the proper way of entermining the property of the property of the property of the property of the property with the band stick to their work, without over-emphasizing their pregence on the stage or their singing. Good showmanship all around, staging orthodox, and light-likely the property of the property

around, staging orthodox, and lighting okay.
Edythe Wright, attractive, easy time putting over her numbers. The Three Esquires sing and Jack Leonard of that trio also solos effectively enough.
The band mingles coule of well remembered songs vith late numbers, all to best reaction, Shan,

LEE WILEY Songs 11 Mins.; One State, N. Y.

State; N.Y.

Miss Wiley, Sustaining on CBS, has had a varied and well grounded singing career on the networks and with important aggregations. She comes to vaude fully backgrounded and knows how to sing in the pop vein. Gowned longishly in crimson, she yodels before a mike I contraite to the contrained of the contrai

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TERRACE ROOM

Dir.—JACK K.

NOVAK

ROXY, NEW YORK

CHEZ PAREE

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Night Club Reviews

SAVOY B. R. (NEW YORK)

Savoy on Lenox avenue; about the sole traditional hot spot of Harlem still operating within the area, is out in a new swang guise. Gold metal-plated columns, rose tinted mirrors, blue panels and or the olay spectators have also been redecorated with tancy trimmings.

Lindy Hop continues as the No. 1 Harlemese, step, but the coming Suzy-Q is expected to crowd in by Christmas with a popular routine.

Best nights are Saturday and Sunday, General admission. It is supported to the step of the complete Charles Huchana, manager, has a breakfast ball planned or a Hallowe'en party scheduled. Sundaynight is becoming a sellout due to the shoe shine boys who have to work late Saturdays, but can relax the next day.

Two curred; tinner orchestras hold for the same shine boys who have to work. It is supported to the shoe shine boys who have to work late Saturdays, but can relax the next day. Thus curred; tinner orchestras hold for the same shine boys who have to work late Saturdays, but can relax the next day in the savoy is the jazz anthem most requested, with "Christopher Columbus" and Organ Grinder's Swing' runners-up. The Savoy' tine has been a natural for plugging the spot.

New shine must requested with "Christopher Columbus" and Organ Grinder's Swing' runners-up. The Savoy' tine has been a natural for plugging the spot.

New shine must requested with "Christopher Columbus" and Organ Grinder's Swing' runners-up. The Savoy' tine has been a natural for plugging the spot.

New shine must reflect any mineral for the savoy of tiered stalls with lights under the table-tops flank the outside walls. That one step upwards provides a neat excuse for typical Harlem peacocking. Lots of them come in dinner lackets and low-cut chiffons.

Tables also center the man sides. The common of the floor of the common of th

body grinds are worked in that it is slipping.

At present the Suzy-Q is a smattering of jazzy beguine, bomba, black bottom and Hop antics. It may jell into a regular routine by the holidays. That's the way the Harlem dances grow. First a medley of everything on the street, then a gradual simmering into something distinctive. Savoy is a hunting ground for those out to learn the latest in footwork.

Lindy Hoppers called into action

footwork.

Lindy Hoppers called into action Friday (23) numbered 12. Girls prefer sombre shades in street garb, but change to white slippers it exaggerated bows on when they perform. It glues the public's eye on their hooding. Partners go in for the tight pinch-backed models and tan oxfords. There is a rough-showmanhip to the flash. Buchanan calls it a contest. The couples dance separately.

a contest. In contest rately.

Later a line forms for mass truckin' up and down the hall. Everyone else is on the sides looking on. Yelps from the sidelines also help the

during the week days. Dinners range from \$1.50 upward drinks from \$5.0, which makes a \$5 bill go further here than in many places. Roof is attractively decorated with palms and the service is good.

RUSSIAN EAGLE (Sherry-Netherland, N. Y.)

Russian Eagle in the grill of the Hotel Sherry-Netherland is in its second season, on the crest of the renewed White Russian cycle in New York and under the expert aegis of General Russian cycle in New York and under the expert aegis of General Russian cycle in New York and with the Hollywood film folk where he held forth for long—also doubling into pix—and hosts most affably in the swank Eagle of the S-N. During the past summer he was atop the Starligh: Roof of the Waldorf-Astoria—where he also had Raphael, the amazing, rotund concertina soloist with him—and for the winder is back for the social season. The season was also be season to the social season in the season of the social season. The season was also at a carte.

Besides the Gen., as general greeter—he, knows fully 75% of the patronage personally, and the rest know, hims—he m.e,'s the floor show. Raphael is the soloist outstander with his diminutive bellows instructions, even unto the thenees are a violin string. He specializes i Viennese airs but has an amazing repertoire of requests.

For the rest it's the usual vookafol-de-rol. Lubov Doubiage is an attractive mezzo; Nicholas Lorin of the Don Cossacks Choir, barytones effectively. Serge Sergey and Catherine Grey do comedy peasant number attraordinary maestro. It's though chore as he must play not only dance that can be made the season of the season of the court of

OLD ROUMANIAN, N.Y.

Jack Silverman's east uropean its the jaunt. Necessarily drawing heavily on the population of its en-virons, the Roumanian is not un-conscious of the fact that it also at-

virons, the Roumanian is not un-conscious of the fact that it also at-tracts the tourists.

The heftic prima is not discarded but she has lost the No. 1 rating of yore. The locals have gotten a taste of what goes on elsewhere so it's with an eye to this that the east side has met the situation more than half

IRIDIUM ROOM

IRIDIUM ROOM

(Hotel St. egis, N. Y.)

In what was formerly the King Cole Room, the Hotel St. Regis has mote Room and the Hotel St. Regis has hotel gauge or tawdry. Nothing gaugy or tawdry. Nothing gauger-bready about it, just a class interior that's an eye-opener for the femmes, and that's going to command lots of attention all around.

With the St. Regis also housing the Maisonette Russe, very smart dining and supper room in the grill. It gives the Vincent Astor hostelry two strong potentials for the fashionable dine-and-dance trade. Primc Obelonsky, per usual, is the guiding in the Company of the Hotel St. Regis and Ted Fetter fashioned two special tunes, New York of the Rasch ballet's costuming oldway and for the gauge Hotel St. Regis and this botte. Latter is vocalized during the Vienness exett's terps. New York is one of Mrs. Forbes' two numbers.

Mrs. Anne Tiffany is responsible for the Rasch ballet's costuming lookay and for the gevellent decorative scheme of the Iridium Room itself.

In line with the Continental motif, you're practically lonesome at din-

rative scheme of the Continental motif,
In line with the Continental motif,
you're practically lonesome at dinner around 8:30, but it fills up nicely
from 9 p.m. on. Table d'hote, \$3.50.

Abet.

Unit Reviews

FASCINATIONS OF '36

(Met. Opera. Phillip)

Philadelphia, Oct. 24.
After nearly season touring fairs and carnivals of country, this expansive production troughed indoors to the country this expansive production troughed indoors metropolitan Opera House. Despite size, however, it doesn't come close to filling Met's stage. And while producer George Hamid ballys his opus as a legit attraction, styling it as 'musical and vaudeville extravaganza,' it doesn't measure upnot as film-vaude competish at \$1.65 top.

producer George Hamid ballys his a ropus as a legit attraction, styling it as 'musical and vaudeville extravaganza,' it doesn't measure upmot as film-vaude competish at \$1.55 top.

Not that 'Fascinations of 1936' hasn't some bango talent tucked away in its extensive personnel. But it is too long, too full of dull spots and the styling of the styling

Later a line forms for mass trucking and down the hall. Everyone else is on the sides clocking on Yelps for on the sides clocking on Yelps denoters along the sides clocking on Yelps denoters along the sides clocking on Yelps denoters along the sides clocking on Yelps denote a clock the sides of the theorem of the many and the sides clocking on the clocking and the sides clocking on the clocking and the sides clocking of the clocking and the sides clocking clocking and the sides clocking and the sides

the unit's talent side. Larimer and Hudson are an established turn and heir straight and comne-bike riding goes over with a snap. Hobo clowning on the two-wheeler is handled with plenty of comic skill and fits in neatly with the running of the show. Florence Hinlow continues as one of the top contortion and control specialty dancers around. Here she is presented with even more effectiveness by being backgrounded with the line of girls in a production number.

number:

In the opening number, the Verne Corriell Co. is on for some fast teeter-board work, topped off with one of the trio walking up a flight of steps on his head. Good stunt anywhere and sold here with a solid wallop. Violetta Rooks is on later with a fine perch routine. She make eye-filling appearance and then tops that with some hand-balancing on the swinging and spinning perch that had this audience sitting on, the edge of their seats. Another head-balance stunt that is a sock is the slide for life from the balcony by Verne Corriell for a great stunt finish to the unit.

Bob Dupont is still another sure-

balcony by Verne. Corriell for a great stunt finish to the unit.

Bob Dupont is still another sure-fire performer in this line-up. Juggling balls and Indian clubs, he mixes up comedy with straight stunting, that adds together for a solid vaudewile turn. Had to take the solid vaudewile turn in the solid vaudewile turn in the solid vaudewile turn the take to take the solid vaudewile turn the solid vaudewile to take the

Picture 'China Clipper' (WB)

FOLIES D'AMOUR

(ORPHEUM, LINCOLN)

iggest vostrum latuuto, Oct. 24.
iggest vostrum latuuto on the reforment yenen vostrum latuuto lat (ORPHEUM, LINCOLN)

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Week of Oct. 27

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n-Delaware, Brown, Murr	wond,
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	Denny Mayfair
Circ. Clinh. Brunesen Jenn, Demosey's	& C
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Burk, Milo, Brockton, Mass.	Intmars, Ivan, KOI, Seatile,

4	Donnelly, W. H.,
	Orange, N. J. Dooley, Billy, Westminister H., Boston.
1	Dorsey, Jimmy, Rockwell-O'Keefe, 1270 6th Ave., N. Y. C.
1	Dorsey, Tommy, CBS, N. Y. C. Dowell, Boots, Cotton C., San Diego.
ubli	Drew, Freddy, S.S. Sho' Boat, Ballo., Md.
	Dudley, Carl, 649 S. Olive, L. A. Duerr, Dalph, 11404 Orville Ave., Cleve.
theatre,	Dufty, George, MCA, Cleveland, O.
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also i	Earlson, Half Moon, R., Faton, Clarkton, Monument Old Bennington, Vt. Eaves, Jack, Copley-Plaza, Mass.
1 2 2	Eaton, Clarkson, Monument Old Bennington, Vt.
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'hl.	Eddy, Carl, Willows,
Lake B.,	Elkins, Eddle, Dempsey
	Ellington, Duke, care of Mills Artists, 700 7th Ave., N. Y. C. Elmwood Band, Jersey
West	Ellmwood Band, Jersey City Emerson, Mel, Ten Eyek H., Albany, N.Y. Caglish, Fred, Arbor, C., Charlotte, N. Epicureans, Benny the Bum's, Phila., Pa.
N.Y.C. N.Y. a. Halto. , Neg's Head.	English, Fred, Arbor, C., Charlotte, N
a, Palto. Nag's Head.	Pa. Applnoff, MCA, Chl.
C.	Eppinoff, MCA, Chi. Erickson, Saltair Beach Co., Salt
C. R., N. Y. C. C. Rye, N. Jass. Inn,	Jopinoff, MCA, Chi. Erickson, Saltair Bench, Co., Salt Lake City, Erlenbach, Lee, Arrowhead Inn, Cincy, O. Ernie, Val, Marden's Riviera, Englewood, N. J. Ernealo Don,
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3 E.A	Fabello, Phil, Rockwell- RKO Bidg, N. Y. Fagan, Ray, Sagamore H., Rochester, Familiant, Nick, Silver Lake Inn, Cam- den, J.
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ge, Dayton. Williameji	Feldman, Joe, 1063 E. 98th St., Cleveland
Williamel	Fellon, Happy, MCA, N. Y. C.
Coney	Fenton Bros., WCSH, Lewiston, Me.
ver	Ferdi, Don, Ocean Echo, Salisbury Bench, on.
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17.	Plains, N. T.
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9	Fischer, Carl, Majestic D. H.,
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ttaburgh, Pa.	City, Mo.
	Fisher, Scott, ROC, N. T. C.
I. A. Rd.,	Francisco, Calif.
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8. H. C.	Formeen. Ritz-Carlton, H., N. Y. C. Forbatein. Warner-FN Studio, Bur-
110	Fomeen Ritz-Carlton, H., N. Y. C. Porbatein Warner-FN Studio, Bur- be St. Calif. Fosdick, Gene. Mon Parls, N. Y. C. Franzelto, Joe, Pennsylvania H., Phila. Pa.
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St., Wheeling	Pa. Frev. Jacques, St. Regis. N. Y. C.
	Pa. Frev. Jacques, St. Regis. N. Y. C. Frederick Prost. Coney. In., Cincinnati. Freeman, Jay. Paradisc. R., N. Y. C.
St., Wheeling	Frev. Jacques, St. Regis. N. Y. C. Frederick, Pros. Coney, Is., Cincinnati, Freeman, Jay, Paradise, R. N. Y. C. Friary, George, Rockland, Mass.
St., Wheeling	Frev. Jacques, St. Regis. N. Y. C. Frederick, Pros. Coney, Is., Cincinnati, Freeman, Jay, Paradise, R. N. Y. C. Friary, George, Rockland, Mass.
Lanlern E	Erev. Jacquies, St. Rieris. N. Y. C. Erederick: Dros. Concey. Ins. Circlinatil. Freeman. Jay. Paradise. R. N. Y. C. Frisry, George, Rockland. Mass. Fridkin, Bob. co. Ed Weiner, 1650. N. Y. C. Fried, New Powell-linn. Colonie. N. Y. Frieso, J. F. Stimul T., Stamford. Conn. Frieso, J. F. Stimul T., Stamford. Conn.
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Lanlern Lanlern Lanlern Littsfield. A. (Ittsfield. A. A. (Ittsfield. A. (Ittsfield. A. (A. (A. (A. (A. (A. (A. (A	Frey Jacquies, St. Regis. N. T. C. Frederick Proce, Concey, R. Cipcinned. Frederick Proces, Concey, R. Cipcinned. Frederick Processor, R. Cipcinned. Services, Processor, R. Cipcinned. Services, R. C. Friesy, George, Roedland, Mass, Frickin, Bob. co Ed Weiner, 1930. Need, New Powell inn. Colonie. N. Y. Frieso, J. F. Stimm of J. Rimmford. Comprises, R. R. Ministink Proc. Al. Open Door C. Phila, P. Frieso, J. F. Stimm of J. Rimmford. Comprises, R. R. Ministink Proc. J. Concept. Services. Register, R. R. Ministink Proc. J. Concept. Register, R. R. L. Ministink Proc. J. Ches. Maurice. Gainca, Charite-Ross Inner Concept. Register, R. L. Linden, R. L. Linden, R. C. L. Concept. Register, R. Millord. Conn. Gandried, Arthur, Hickory House R. N. Y. C. Horrison, R. Millord. Conn. Gandried, Arthur, Hickory House R. N. Y. C. Horrison, R. J. Concept. Register, R. Millord. Conn. Gandried, Arthur, Hickory House R. N. Y. C. Horrison, R. J. Conn. Millord. Register, R. Millord. Register, R. Millord. Register, R. Millord. Register, R. J. Conn. Millord. Register, R. Millord. Register, Register, R. Millord. Register, R. Millo
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Lanlern Lanlern Lanlern Littsfield. A. (Ittsfield. A. A. (Ittsfield. A. (Ittsfield. A. (A. (A. (A. (A. (A. (A. (A	Frey Jacquies, St. Regis. N. T. C. Frederick Proce, Concey, R. Cipcinned. Frederick Proces, Concey, R. Cipcinned. Frederick Processor, R. Cipcinned. Services, Processor, R. Cipcinned. Services, R. C. Friesy, George, Roedland, Mass, Frickin, Bob. co Ed Weiner, 1930. Need, New Powell inn. Colonie. N. Y. Frieso, J. F. Stimm of J. Rimmford. Comprises, R. R. Ministink Proc. Al. Open Door C. Phila, P. Frieso, J. F. Stimm of J. Rimmford. Comprises, R. R. Ministink Proc. J. Concept. Services. Register, R. R. Ministink Proc. J. Concept. Register, R. R. L. Ministink Proc. J. Ches. Maurice. Gainca, Charite-Ross Inner Concept. Register, R. L. Linden, R. L. Linden, R. C. L. Concept. Register, R. Millord. Conn. Gandried, Arthur, Hickory House R. N. Y. C. Horrison, R. Millord. Conn. Gandried, Arthur, Hickory House R. N. Y. C. Horrison, R. J. Concept. Register, R. Millord. Conn. Gandried, Arthur, Hickory House R. N. Y. C. Horrison, R. J. Conn. Millord. Register, R. Millord. Register, R. Millord. Register, R. Millord. Register, R. J. Conn. Millord. Register, R. Millord. Register, Register, R. Millord. Register, R. Millo
Lanlern Lanlern Lanlern Littsfield. A. (Ittsfield. A. A. (Ittsfield. A. (Ittsfield. A. (A. (A. (A. (A. (A. (A. (A	Frey Jacquies, St. Regis. N. T. C. Frederick Proce, Concey, R. Cipcinned. Frederick Proces, Concey, R. Cipcinned. Frederick Processor, R. Cipcinned. Services, Processor, R. Cipcinned. Services, R. C. Friesy, George, Roedland, Mass, Frickin, Bob. co Ed Weiner, 1930. Need, New Powell inn. Colonie. N. Y. Frieso, J. F. Stimm of J. Rimmford. Comprises, R. R. Ministink Proc. Al. Open Door C. Phila, P. Frieso, J. F. Stimm of J. Rimmford. Comprises, R. R. Ministink Proc. J. Concept. Services. Register, R. R. Ministink Proc. J. Concept. Register, R. R. L. Ministink Proc. J. Ches. Maurice. Gainca, Charite-Ross Inner Concept. Register, R. L. Linden, R. L. Linden, R. C. L. Concept. Register, R. Millord. Conn. Gandried, Arthur, Hickory House R. N. Y. C. Horrison, R. Millord. Conn. Gandried, Arthur, Hickory House R. N. Y. C. Horrison, R. J. Concept. Register, R. Millord. Conn. Gandried, Arthur, Hickory House R. N. Y. C. Horrison, R. J. Conn. Millord. Register, R. Millord. Register, R. Millord. Register, R. Millord. Register, R. J. Conn. Millord. Register, R. Millord. Register, Register, R. Millord. Register, R. Millo
Lanlern Lanlern Lanlern Littsfield. A. (Ittsfield. A. A. (Ittsfield. A. (Ittsfield. A. (A. (A. (A. (A. (A. (A. (A	Frey Jacquies, St. Heels. N. T. C. Frederick Proce, Concey, R. Cipinipael. Frederick Proces, Concey, R. Cipinipael. Frederick Processor, R. Cipinipael. Frederick Processor, R. Cipinipael. Friderick, Boh. co Ed Weiner, 1930. Nerde, New Powell inn. Colonic, N. Y. Friess, J. F. Strimt T. Stramford. Comprise, R. R. Miniath, Fries, Jack, Station WJAR. Fries, James, Chee Maurice. Gaines, Charitectors. Golden, Jack, Fries, Jack, Station WJAR. Green, Garden, Green, Green, Millard. Conn. Gansfried, Arthur, Hickory House R. N. J. Chee, R. Garden, J. L. Green, J. Chee, R. Millard. Conn. Gansfried, Arthur, Hickory House R. N. J. C. Green, J. Waldorf, Asloria, M. J. Garden, J. L. Green, J. C. G. Garden, J. L. A. Chee, Garden, G. Garden, J. Waldorf, Asloria, Garden, G. Garden, J. Waldorf, Asloria, Garden, G. Garden, J. C. G. Garden, J. C. G. Garden, J. C. G. Garden, J. C. G. Garden, J. G. G. Garde

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Greenough, Frank, Piltmore Santa Bariara, Cilli.
Genet, Billso, Yumuri C. N. Y.
Greet, Billso, Yumuri C. N. Y.
Greet, Billso, Yumuri C. N. Y.
Grier, Jinny, Billmore Boot, Phia: Pa.
Grier, Jinny, Billmore Boot, It, L.
Grissile, Tom, WEAF, N. Y. C.
Gross, Prentis, McElroy B., Fortland, Ore.
Grosse, Jimmy, Show Bar, Forest Hills.
Gurnick,
Gurnick,
      Haas, Alexander, 254 W. 75th, St., N.Y.C. Habaneras Orch., Savoy-Plaza, H., N.Y.C. Habaneras Orch., Savoy-Plaza, H., N.Y.C. Hall, Bwen, El Mirador, C., San Antonio, Halines, Walt, Trianon C., Seattle, Washi, Hall, George, Webers McDrau, Camden, Hall, George, Webers McDrau, Camden, Hall, George, Tatt, H. N. Y. C. Hallett, Mai, Commodore, H., N.Y.C. Hallett, Mai, Commodore, H., N.Y.C. Manilton, George, Waldorf-Astoria H., N. Y. C. Manilton, George, Waldorf-Astoria H., N. Y. C. Hander, Jan, Sky Room, Milwaukee, Hanny, Johany, Rainbow Grill, Radio City, N. Y. C. Handelman, Hanny, Johany, Rainbow Grill, Radio City, N. Y. C. Handelman, Hanny, Johany, S. S. Capitol St., awtucks.
                             Hardle, Dick, Harlem Casino,
Hargrave, Bob, Kit Kat C.,
Rarkness, Eddle, 2510 Van
                      Theris, George, C. Boston, Harris, Henry, Control, Harris, Henry, Suberine St., Ontrol, Harris, Ken, Wilejo Calif.
Harris, Fen, Wilejo Calif.
Harris, Phil, NEC. L. Hamilton, Wiley Bill, Van Remselear Ing, Jurisly, Bill, Van Remselear Ing,
                   N. Y.
Hasberger, George,
land, O.
Hatch, Nelson,
ronto, Can.
                liand, O. Nelson.

Riccio, N. Nelson.

Riccio, N. Nelson.

Hatch, Wilbur, K.N. Hollywood.

Hauser, Ernest, Majestic T., San Antone,
Hauser, Ernest, Majestic T., San Antone,
Hauser, Ernest, Majestic T., San Antone,
Hayer, Bill, Chaimy Tee Garden, Phila.

Hayer, Bill, Catimy Tee Garden, Phila.

Hayer, Bill, Catimy Tee Garden, Phila.

Hayer, Bill, Catimy Tee Garden, Phila.

Hayer, M. Catimy Tee Garden, Phila.

Hector, Ches., R., Tourtaine,
Hedd, Horace, Drake H., Chi.

Hedder, Horace, Drake H., Chi.

Hernari, Ches., R., Tourtaine,
Hernari, Grote, Drake H., Chi.

Hernari, Marker, M.A., Chi.

Hernari, M. Styran, Tharcing H., Phila.

Hernari, Styran, Tharcing H., Phila.

Hernari, Trothig, co. Hy Green, 1088 Broad-

Winston, Land, M. R., Chi.

Heater, Fee De, Robert Lee

Winston, Marker, Peeper, Robert, Lee

Winston, Landie, Tavero, R., Reno, Ney,

Higgins, Landie, Tavero, R., Reno, Ney,
                      Jonn.
Higgins, Lanrie, Tavern, R., Reno. Nev.
High Hatters, Seaelde Park, Virginia
Jench, Vn.
Hilly, Billy, Sayoy B. R., N. Y. C.
Hill, Harry, Post Lodge, Larchmont,
N. Y.
                             Hill, Georgie, Tivoli ... Brooklyn, N. T.
Hill, Worthy, Pavilion Royal, Savin Rock,
                             com.

Himber, Richard, Essex Rouse, N. Y. C.
Hines, Farl, CRA, RCA Bligs, N. Y. C.
Hines, Johns, Ryan's R., City Island,
Hite, Jess, Sebastlan's Cotton Club.
Hite, Test, Service, Cotton Club.
Hite, Att, Farm C., Westchesler, N.
Hordson, Red. MCA, Ch.
Hoffson, Red. MCA, Ch.
Hoffson, Roda, M. Y. C.
Johnson, Moda, M. Y. C.
Johnson, Moda, Hotel.

Towns, Moda, Hotel.

Towns, Moda, Hotel.
                      Moffman, Morle, Motel, roy,
Moffman, Miclian,
Li, N. Y.
Floran, Pill, GTS, N. Y. C.
Hogan, Tweet, Purple Grackie, Wilconain
Hollander, Will. New Yorker
Hollander, Will. New Yorker
Hollander, Will. New Yorker
Hollander, Will. New Yorker
Hollander, Will. New Torker
Hollander, Will. New Yorker
Hollander, See Mororovo, N.
Holakins, Claude, CDS, N.
Horalds, Jee, NBC, S. P.
Howard, Tex. Trimon R.
Holdson, De. Lange, tale, ton,
                                                                                                                                                                                                                                                                                                                                     Montreal.
             Con. Hullon, fine Ray, care of Mills Artists, 1967 (In Age, N. Y. C. B'way, Hydro, Alex, Wan, Morris, N. Y. C. Hydro, Southernal, etc., 1630 Ecov., N. Y. C. co. Mobs-Hallett, 1630 Ecov., N. Y. C. C. C. O. Mobs-Hallytton, Jack, Variety, p. 1970 (In Alexander)
         Innis.
W. Va.
Irwin.
Irwin.
Fsendinger:
Hagerstown, Md.
                                                                                                                                                                                                                                                                                        Huntington
Jarretti, Art. McA. Chi.
Jobies John, fü Deireg Ave. Prooklyn.
Jabies John, fü Deireg Ave. Prooklyn.
Jabies John, fü Deireg Ave. Ottom
Jennings, Ted.
Wission
Jennings, Ted.
Wission
Jennings, Ted.
Wission
Jennings, Ted.
Wission
Johnson, C. Small's Paradise. N. Y.
Johnson, D. W., 56 Grove Ave., Ottom
Jones, H. I. Nashold's B.
Johnson, C. Small's Paradise. N. Y.
Johnson, O. W., 56 Grove Ave., Ottom
Jordan, Art. Call. Norwood R. Phila.
Jordan, Art. Call.
Nation.
Kalin.
Kalin.
Kalin.
Kalin.
Kalin.
Kalin.
Jordan, Jordan, M. Call.
Kalin.
Kalin.
Jordan, Jordan
                                          strentk, Eugen.
Y, annings, Ted,
em. N. C.
shnson, Gladys, KMTR.
anneon, Jerry, New Kenn
W, N. Y.
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Kiefer, Bert,

King, Henry, Cocanut Grove,

King Jester Orchin Slamarck, H., Chl.

King's Mebdy, 63 Mueller St., Hingham
ton, N. V.

V. Kaye,

Villo, N. K.

King, M. K. Kaye,

Villo, M., Ess. Spruce St., Philadelphia,

King, M., Ess. Spruce St., Allanta,

Kenlesi, K., Fallimore H., Atlanta, Krausgrill, Walt, 847 S. F. Krueger, Art, WISN. Krumin, Costya, N. Y. C. , 70 W. 86th MCA, Chi. Trianon, Chj. Montreal. Lang, Radle, Marty, Fennsylvania H.,
Lane, Radle, Vanderbilt H., N.
Lang, Synthesia G., White Plains, N. T.,
Lang, Synthesia G., White Plains, N. T.,
Large, Bob, Mohawk H., Scheneckady,
N. Lauer,
N. T.,
Lauer, Paul,
M. Paul, 1831 Carlton Way, L. A.,
Lawe, Fenne, Patils C., Des Moine, Ia,
Lawe, Rene, Patils C., Des Moine, Ia,
Lawe, Rene, Patils C., Des Moine, Ia,
Lawe, Lesse, Co. Hy Green, 1668 B'way,
Lawer, Lesse, Co. Hy Green, 1668 B'way,
Lawer, Lesse, Co. Place Elegante C. N. T. C. Trishon, Benri, Bon-Air, Morton

Little Inc
Little
Little Inc
Little
Little Tow.

Tow. Howard G.,

Washington, D. C.

Town, Brit, Variety,

Lucas, Civic, Paramount C.

Lanche, Prank, Davenort,

Lancke, Prank, Davenort,

Lancke, Prank, Davenort,

Lanke, Don. Dearville C. N. Y. C.

Link, D. N. V. C.

Link, D. N. V. C.

Link, D. N. V. C.

Lyona, A. H. G. Coll.

Lyona, N. M. M. C. Ch.

Lyona, R. M. M. C. Ch.

Lyona, Robby, Seneca, N.

Virginia Verrili
Paul Sydell
Julie Jenner
Julie Jenner
Estelle & LeRoy
Jimmy Richarde
J. & Nora Bell
Marie Hollis
Joyce Duskin
Joyce
Jimer Richard
Joyce
Jimer Richard
Les Dazario Or
Rainhiaw Griff

Lea: Dazarro Ora Ralninuw (Grill Johnny Hamp Or Evalyn Tyner 4 Deauville Boys Dr Sydney Ross: Halleliew Rossinay Noble Oro Shella, Barrett Gomez, & Winona, Jon Curmings 41, Bowlly Sydney Ross Evalyn Tyner, Nano Rodrigo, Bd Hittern

Riviera
Irene: Rosley
Maurice & Cordov
Theima Nevins
Cardini
3 Wiles
Val Ernie Orc
Ralph Watkins Di

l'hnegt
Gladys Hentley Re
Broomfield & G
Avon Long
Avon Long
Glady Hentley
Edna Helbinson
Edna Helbinson
Edna Helbinson
Edna Helbinson
Edna Helbinson
Gant Gall
Minor & Root
Meardwhrick Haye
Glemente Bd

Larry McMahon Milt Mann Oro Serrannos Helene Miller Ruskin & Norman Wayne Kennon Zeb Carver Co

Splvy I'bangi

Variety Bills

NEXT WEEK (OCT. 30) THIS WEEK (OCT. 23)

Numerals in connection with bills below indicate openi

RKO

BOSTON Keith's (29) Patterson's Co Patterson's Co
(22)
'Scandals'
Jerry Coe
Steven Sis
Petch & Deauville
Lime 3 me 3 se Besser orton Downey Memorial (30)

ogul
OHICAGO
Palace (30)
Folle Parisienne
(23)
Folie Parisienne
CINCINNATI
Heitin's (30)
N T G Rev
(23)
Major owes Co CLEVELAND Palace (30) Shooting High Barto & Mann
(23)
Cuban Follies
DAYTON
Melitis (30)
Majoro
INDIANASVIS
Lyric (30)
Giorfied Foilies
Hal Sherman
Charles Carlile
Dan Carthay
Bob Baston Co

Charles Carllie
Dan Carthay
Bob Easton Co
MIN NEAFOLIS.
Skotling Act
Pappy Zeb E
Harris & Shaw
Steve Evans
Lottlo Mayer Co
SCHERECTADY
Retting (20-51)
Agent Moore
Keith's (30-2)
Of Thee I Swing.

Loew

NEW YORK CITY
State (30)
Ed Sullivan
Josephine Huston
Jackson, Irving & R
Gloria Gilbert
Cappy Barr's Ens
Berry Bros

WASHINGTON
Capitol (30)
Johnny Perkins
Martha Mears
Picchiani Tr
Eliaine Arden
Pete Peaches & D
Anderson & Allen

FORT WORTH

Paramount

NEW YORK CITY Paramount (28) Clyde Lucas Bd Helen Charleson Floria Vestoff de Bel de

Worth (30) Weaver Bros & E MONTREAL Loew's (30) wood Hote! H'n PITTSFIELD
Parameunt (30)
Major Bowes Co
Ted Mack Redy & Trent
Edna' Janis
CHICAGO
Chicago (30)
Juggling Jewels
Buster Shaver Co
DETROIT
Michigan (30)
Dave Apollon Co SPRINGFIELD
Paramount (30)
Count Bernivici Co Shea's Hipp (80); Ted Lewis Bd

Warner

READING
Astor (23)
astord & Louise
ommy Trent
rown & Ames
oyal's Stalllons
WASHINGTON
Earle (38)

6 DeCardos 3 Heat Waves Sorothy Crocker Lazy Dan

Grange
Musette Orc
LEWISHAM
Falace
3 Edmund Boys
Presco & Campo
LEYTONSTONE
Rights

Nona Graduncana Collies
NEW CROSS
Kinema

Kinenia
Anna Rogers
Holls Bros
PECKHAM
Palace
Anna Rogers
Holls Bros
SHEPH'RDS BUSH
Payillon

Payllon
Billy Cotton Bd
STAMFORD HILL
Regent
Vino Moare & N
Valmar 3
STRATFORD

Breadway
3 Australian Boys
Austel & Arthur
STREATHAM

Harry Fryer Bd

London

Week of Oct. 26 Gedden Bron

Astoria D.
Canoha & Cohcha
Canterbury M. H.
1st. half (20-28).
Meoney & Moore
Geddes Brbs.
2d half (20-31) 2d half (20-31)
Daries
karsevas
Dominion
Naylor & Coleman
New Victoria
Max & Gang
Dolinoff & Raya Sis
BRIXTON
Astoria

BRIA ASTORIA
ANTON BEL
ANTON BEL
ANTON BEL
ANTON

Selma 4
EAST HAM
Premier Harvard Boys EDGWARE ROAD Grand

Palace
TEHOOUS
TOOTING
Granada
Eddle Pola Co.
Jewell & Warris
Ernest Shannon
Geo McKenzle
TOTTENHAM
Palace

EDIOM AND ROAD

Grand

Grand

Musette Ore

ENONON

ENONON

Rawicz & Landuer

Mayar Tr

DAJMIFRENITE

Gutton Ba

Halee

Hardee

Hardee

Jane

Mariborouch

Vine Moore & N

Vine Moore & N

Vine Moore & N

Vine Moore

Jane

Ja Tukace
Selmarkan
TOTTENHAN
TOUTT HOAD
Purnicount
Anton Bd
2 Lindners
Bob Howard
WALTHAMSTOW
Grannida
Rawicz & Lunduer
Magyar Tr
Dynamites

Dares Karsovás 2d haif (29-31) Mooney & Moore

Provincial

f Oct. 26
ATDERSHOT
Weithpurkern
Weithpurkern
Weithpurkern
Gautter's Brickly'rs Ramon Rango, Oct Lubov Doublage Week of Oct. 26

Sam Rayne Reco & May DuCross & Barbett 2 Sharpes

Reco & May
Duthoss & Barbette

JARROW

Rex
Lee Don
HASTINGS
Regal
Jack Lavier
Stafani Singera
J. & B. Desmond
Savona Savona
HORSHAM
Cupitol
Evelyn Hardy Bd
HUDDERSFIELD
Bitz

Maudie Selkirk
Liptons Debs
Gaudsmith Bros
Jay & Cullen
NEWCASTLE
Paramount
Radio Revelations
OXFORD Younkman Bd. Beam Babes Holmes & Edwards Fred Bamberger Arconas Kirk & Lawrence

Hotel fultmore Russ Morgan Ore Illiana Hotel Commoder

Motel Commodore
Mal Hallett Orb
Emily Yan Loesen
Faul Gridon
Loper & Hayen
Hotel Edhen
Bobby Hayes Ore
Gynny Lee
Ralph Torres
Jane-Daver
Lou Valera
gtel Elysee

otel Elysee
Ann Greenway
Lois Wodell
Chic, Farmer
Antobal's Cubans
Joe Moss Orc

Note Sucre Hope N. Brandsynne Or Marine Tappin , Dick Stone Claire Euignie , Hotel Fifth Age Howard Lally Oro

Hotel Governor
Clinton
H. McDaniel's Ord
Holel Lexingto

Ozzie Nelson Orc Shirley Lloyd mel Lincoln

Adele Girard Dick Stablie

Enoch Light Beth Wilson A Gonzales Eus

otel Montchair
Coral Islanders
Dick Swarz
Al Green
Ann Couriney

Al Green
Anh Courlney
Olay ryson
Hanpy Powers
Waiter Litt
Hal Hose, Ore
Hotel New Yorker
Will Hollander Or
Frank Bedelner
Will Geberne Ore,
Dick & D Rogerg
4. Rhythm Genta
3. Randall Sis
Mañya. & Drigo
Bill Steele

Batel Park Centra Halel Park Central The Toc Girls Dick Messner Orc Hotel Park Lane Parcho Orc Hotel Pennastanna Benny Goodman Mi Bernhard & Grah Helen Ward

Hotel Plerre

Eddy Duchin Orc

KINGSTON
Empire
Schaese September Schaese September Sept

Alma
Georgie Wood
Pierrotys
Damzeile & Boy
Michel & Hero
MAIDSTONE

Cabarets

NEW YORK CITY Flotel Astor Vincent Lopez Oro Baron & Blair Fred Lowery Bilda Blakley Stanley Worth Robert Lytell

BEW ID
Ball
Beity Bryant
Godoy, Bd.
Lou Rand Orc
Ilf'e Gay 90's
Jorgy: White
Joseph: E. Howard
Joseph: E. Howard
Joseph: Ball
Borraine
Bd- Furnan
Ethel Gilbert
Frank Russell
Larry Jes.
Jillek Cot
Jilminy Thorias
Maxie Armstrons
Maxie Armstrons
Maxie Armstrons
Maxie Armstrons

Amy Spencer C. & Fay Banks Billy Daniels Dark Angels Ens Lonny Simmons Orc

El Chico
Delfino Vera
Mona Montes
Dolores & Candido
Rosita Rios
Los Havaneros
Don Alherio Orc
A BC Trio
El Morocco
Ernie, Holst Orc
K) Turendor
Los Ofeclas
Dim Gliberio Orc El Chico

French Casino-French Casino-Folies 97-Am.
Allie Artiety.
Ballet Baderwiser-Barry & Beatries.
Botyka Zilzer
Glisson Co.
Cenia Glenn
Koubek
Rona Riccardo
Maria, Tamara,
Taniel
Tyber
Hickory,
Mick Riley

Alke Riley Ed Farley Ed Farley

Hiswid Brant
Harry Richman,
Jack Waldron
Iris Adrian
Nina Olivette
Murray & King
Edna Sedgewick
Joan Mertill
Joan Lerrill
Joan Lerrill
Joan Lerrill
Joan Lerrill
Joan Lerrill
Joan Lerrill
Joan Archie Bleyer Oro
Arthur Warren Orc

Hatel ltz-Carling Basii Fomeen Orc Hugo Mariani Orc Arm Versey inc Hotel Suvay Plaza ctel Shelton

Nicholas Zorin Serge Sergey Catherine Grey Alex Bunchuk Ore Motel St. Morits

Marianne
Joyce Coles
Guido Zanette
George Sterney George Sterney Orc
Hatel Nt. Rege
(Malsonette Russe)
Olga Vadlna
Charlle
Borls Belostozky
George Orda
Tasha Nazarenko
Agnes Roy
Sultan Messako
Peter Llachenko
C Codolban Orc
(Iridium Room)

C Codolban (iridium Room)
Emil Coleman Or
Mrs A C Forbes
Hotel Tuft Geo. Hall Orc Dolly Dawn Hetel Vanderblit Eddle Lane Orc

Hencel Vanderbillt
Eddle Lune Ore
eter Green of the Control of the

Joseph Zatour Orc Sid Tuscher Hugo, Pedullo Eddie Davis Orc 4 Dandles

i Dandles
Leu
Eddile Davis
Zee-Zee
Jai-Lota
Keith Clark
Joyce & Freddie
Délla Carroll
Rubber Legs Willigms

Man Carroll
Ribber Legs WilRibber Legs WilRibber Legs WilRibber Core
Sophisticates Orc
Sophisticates Orc
Men Paris
Diana Ward
Gene Fosdick Oro
Onyx Club
6 Spirits of Rhythm
Stuff Smith, Bd
Firmulise
Bert Fromman

Kearns & Reeq Vacht Club Red McKenzle Bd Frances Faye Floria, Vestoff Henry Yaungman Johnny & George Dolores McKay LOS ANGELES

Bail
Bruz Fletcher
Charles Morris
Bleverie
Reverie
Rudz Robin
Lerry Leg. Pro
Bilt are
Moore & Revel
Crane 2
Ruth Durrell
Ruth Durrell
Robin
Harry Poster
Too Rodger
Too Rodger
Too Rodger
Too Rodger
Too Blie Car
Blie Room Jane Jones Little Club Jane Jones Jane Jones Gladys Bagwell Helen Wagner Jennye Kellar Maledy Grill Charles Bonrae Charles Bourse.

Opnir's Bourse.
Ann Darrar
Kathleen Miller
Kathleen Miller
Rache Geonarie
Kearney Walton Ir
Rache Susses. Clash
Judy Tange.
Garmen Welt
Vickey, Faye
Kompily Jones
Wayne Wise Ore

Charlie Car
Blue Room
LaFdystle & LaV.
Ruth Petty
Jimmy Bittlick Orc
tafe Cunnita
Crossi & Dunn
Jack Williams
Hat Chansler Ork
ture
Three
Marion Jac

Hai Chansier Orb fulle l'ares Marion Ja Carother Dyne Harvey & Warner Jack Chryson Or Cafe Ja: Mass San, Clair, the Clover Club Eddle Garr Maxine Lewis Bob Grant Ore

Mazlife Jewing.

Jeob. Grant Ure's

all Grane
Gan Garber Orlo.

Sanchie & Buckley
Gen-CoreBill Roberte
Bill Roberte
Bill Roberte
Bill Mindel
Batellita
Gilberto
Ei Mirader
Ganon & Brindhira
J Cappo & Knight
J Cappo & Knight
Mary Jupton Di
Mary J

CHICAGO

Burbar Tony.

Blackhaw

Clob

Virginia James Bille Burion Bernard (Henry Millicent DeWitt Agi Williams () Club Minnet Delores Buddy Lester Bobble Machin Sally Joyce Adelina Dossena Jerry Glidden Or

Ann Seymour Belva White Ryder Sis Frankle Hyers Paulette LaPlerre

Igek Fischman Ore Courress Batel (Critino) Connie Boswell Enrico & Novell Cas Lonia Orc

Lon le Mcinire C Fatter's Pet O'Shen. Bernice Terringto Beverly Krene Warner Sis Leonut Rice Agnes Johnso Bob Elgather

Pull Chuian Cro Georgio Tapra

Lonn Ore Gay 100* Honel Keats Or Jana Clark Skipny & Marl Colleen Gen De Liew King Grip Figur

Cubi
The Morrisey
Think the Mule'
You'de Stide Frey
Wanda Kay
Durathy Johnsto
Stanley Johnsto
Stanley Johnsto
Al-Mugaer
Al-Mugaer
Al-Mugaer
Al-Stide
John Abbott
Wille Shore
Robinson 2

arry's

Yates Irks S. E. C.

(Continued from page 5)

(Continued from page 5)
that conference had been held with
company execs on Oct. 8, but came
to naught.
"The commission suggested to the
company that it recircularize its
stockholders with supplemental iformation which would correct any
misimpression that the stockholders
might have formed from the original
material, S.E.C. said. The company
manifested considerable reluctance
to do this, and the commission thereupon advised the company that an
opportunity would be afforded to
the company's representatives to appear before the commission on Oct.
20 or 21, the company's convenience.

advised by the company that the lat-ter id not desire to appear before the commission and was unwilling to send any additional community to the stockholders of the company send any additional communication prior to the meeting of Oct. 23, the company taking the position that the President's letter contains a full, frank and detailed explanation of what proposed and why and osed and why an
Cakery Bros
The Nagryse
Harriett DeGort
Roger Pryor Ore.
4 Rhythm Girlis
Speck & Spick
Godel Brosser
Gouthenaid. Room
Karten
Harriett DeGort
Godel Brosser
Harriett DeGort
Godel Brosser
Harriett

Niki Nicoli
Hotel Blamarek
(Wallont Rhom)
Ted & Mary Taft
McNaille Sis
Gretchen Lee
Phit Levant Ore

Hatel Drake (Silver Forest) Pat O'Malley Ray Campbell Gower & Gene Dick Jurgens Ore

Hotel Edgewater Beach (Marine Room) Geo Olsen Orc Edith Caldwell Leighton Noble Rodrigo & Francine Chas Carrer Harriett Smith's Gis

Harriett Smilh'ac otel Lassife lue Fountain Boh McGrew Ore Butel Morrison (Terrace Room) 7 & E Torrence Ted Flo Rito Janis Williams Jackia. Green Janis Williams Jackia. Green Staniez Hickman Staniez Hickman Tilans & Graniere Homo

Edith Murray Oro
Vin Jan of
Artura & Evelys
Buddy Raiph
Stan Carter
Yacht Club

Yacht Clu Keller Sia & Johnny Wells Jorry & Turk June St. Clair Paul Olsen Nino Rinnido RS5 Clu

Alme A. Roland.
Loudine Daylon

Bulle Caption

Grydni Roma

Van. Levis Ore

Husdan Inn

O'Strison House

Evin Leonald 2

Silver Lake Inn

Mickey Familiant y

Both Challis

Freddie Parelss

Ore

Backet, Cheery

Welda

Hand Moon

Hall Moon

Hallis

Hong Strison

Hall Moon

Hallis

Hong Welda

Lith Moo

Held Chall

Lith Moo

Silver Chall

Lambased Ors

Silver Chall

Lambased Ors

Silver Chall

Lambased Ors

Silver Chall

Louding Alling

Marry Lither

Jones Challing

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Ambanes dors
Num Gesche
Num Gesche
Sally Jan Marr
Dorothy Allinso
Rich Jan Marr
Dorothy Allinso
Rich Jan Marr
Pranti Pharras O
Besale Smilli
Vitaria
Destroy Hodgi
McLette E. Ross
Bills of Rhythir
McLette E. Ross
Bills of Rhythir
Helder Green
Sill Alliger Ore
Sill Alliger Ore
Can Destroy
River Cache Lestie
Lestie
Walfons Rio
Les Commerciant
Livy Partice
Garbe, Lestie
Walfongles

Titanas

Indeal Palmer Honse

(Knindles Brenns

Litto Jack Little,
Radul & Eva Rayes
Ruth Aarons
Sandor Glancz

Lester Coll

Dale Winthrop

Abalta Winthrop

Abalta Marces

Hotel Sherman

(College Ight)

Gertrude Hoffman

PHILADELPHIA.

Artiorage-Ian
Mution Kollon Cro
Ben Berild Ore
Billy Wilson
Ray Henrade
- Playboy
Inne Taylor
Are Hard
- Playboy
Inne Taylor
Are Hard
- Playboy
Inne Taylor
Inne T Open Door Cafe
Victor Huso Ore
Billy Joy
Lew & Evelyn
Dot Winters
Mary Eller
Dolly Father
Pat Snevin Ore
Bill Burcaw
Alme & Roland
Lucille Dayign
Dorce Pete Controll
Pite Controll
Pite Controll
Pite Control
Pi

Jerry Blancher
Artringory Artring

Olive
A. & N. Selby
Adelo Lake
Mirror Roman
Little Ruthskeller
Jack Griffin Dre
George Scottl
Maud O'Malley
Clade & Alyarado

precisely how it is be accom-plished and the result of it to each holder of preferred or common shares.'

Commish's Grievances
The commish squawks were as fol-

The commiss squawks were as follows:

1. Yates said the plan reduces the annual cumulative dividend on the outsanding preferred, grovided for elimination of back dividends, and gives additional ¼ share of proference and ¼ share of common plus half of all dividends declared in excess of \$1. The letter dicate that although the redemption price of the new stock is \$23 plus accrued dividends, the redemption price of the old tickets was \$3 Commish said that investors not clearly informed that value of the new ducats would not exceed value of the old paper and no compensation would be made for unpaid dividends.

2. Yates misrepresented the effect of the plan on common stockowners.

Yates misrepresented the effect

pensation would be made for impaid dividends.

2. Yates misrepresented the effect of the plan on common stockowners. While Consolidated prez said hold; ers of the old common would give up one-third of their interest, S.E.C. said they would get seven in the old common would give up one-third of their interest, S.E.C. said they would get seven in the old the men is sue, giving up only two-ninths.

3. Yates said the company had hot been able to pay the preferred dividend since April, 1922, although retearnings have exceeded the amount dividend requirements and on Dec. 31, 1935, the surplus was \$2,932,639. Commish complained that no explanation was given investors, although Consolidated excet fold the government agency that, business reas ma compelled use of earnings to provide work capital for current tooks.

4. Yates misrepresented the effect of the plan on preferred stockholders when saying this class of investors would suffer slight disadvantage, which disappears and becomes a benefit if earnings substantially increase. Commish said letter ignored the fact that any excess earnings would go entirely to holders of the plan of preferred, inder 15-mier conditions, but that, under recomes a benefit of earnings wustantially increase. Commish said letter ignored the fact that any excess earnings would go entirely to holders of old preferred, inder 15-mier conditions, but that, under recommen so the substantially increase. Commish said letter ignored the fact that any excess earnings would go entirely to holders of of preferred, inder 15-mier conditions, but that, under recommen so common stock, against 6,685 shares of common. Flan includes pseciolar, of an immediate \$1 dividend to holter of the company present 400,000 shares of preferred stock, standing.

Under the plan, \$2,000,000 of un-paid dividends is liquidated and the

ers of the company's present 400,000 shares of preferred should be standing.

Under the plan, \$2,000,000 of unpaid dividends is liquidated and the holders of preferred exchange their shares on the basis of one share of their present stock for 1½ shares of their present stock for 1½ shares of the unmulative preferred; and the holders of common stock, on the basis of one present share for 2 of a share of new commandity preferred short will have \$1 per annum dividend; atte and a stated value of \$15 the new common stock is \$15 par value.

The fiew preferred thares engaly with the new common in dividends upward of the \$1 fixed preferred dividend.

An attempt earlier in day to enjoin the meeting from being field was defeated when N. Y. Supreme Court Justice Bernard J. Shienta denied a motion instituted by Norman Johnson, a stockholder of the company.

In reference to the recent state-

company.

In reference to the recent statement of the Securities & Exchange Commission regarding Consolidated, Herbert J. Yates, president of the company, stated in part as follows:

The management of this company expects to comply a stig durage her in the company of the company as the durage her in the company as the company

expects to comply, as it always has, not only with all requirements law, but with established, sound corlaw, but with established, sound corporate usage among honest executives in their relations with and behavior: toward their stockholders, their creditors, their customers and all duly constituted authority acting within its proper sphere, but until advised by counsel that some other course is either necessary dient have no intention stituting anybody's busi jument or ethical judgment for own.

own. Represented at the meeting by proxy were 240,443 shares of pre-terred stock and 330,295 shares of commont in person, 8073 shares of referred, and 3,164 shares of common. President H. J. Yates presided.

Louis rima tune. What Will Santa Say? has been taken by Jim-my Campbell for Campbell-Connelly, in England, Will be published in the U.S.A. by Crawford.

FOUR PLAYS QUIT B'WAY

Another quartet failures on Broadway last week. 'Daughters of Atreus' was yanked after one week and a half at the 44th Street. It was a costly production which drew a weak press and practically no busi

DAUGHTERS OF ATREUS'
Opened Oct. 14, 75; Gabriel
(American) called it futile and
folderol,' with all the other
first-stringers, Mantle
(News) agreei
praise, bowever, for Robert
Turney's first produced writing
effort. effort, Variety (Kauf) called

White Man' at the National played only six nights. It, too, got unfav-orable reviews and slim attendance.

WHITE MAN Opened Oct. 17, 736. Sunday night opening didn't find the crities in a pleasant mood. None of them thought much of Sam. Bytd's koto-producer effort. Anderson (Journal) declared it singularly empty and unmoving.

Variety (Kauf) said: not a good play.

Tron Men, presented at the Longacre last week, will be with drawn next Saturday. Just two lean weeks. Play, was pasted by the critics and the initial week's gross was slightly more than \$2,000.

TRON MEN TRON MEN!
Opened Oct. 19. 34. Norman
Sel Gedder production of the
Ife Cf a sheel worker was not
received with much favor,
Brewn (Fast) called it huge,
costly mess;
Variety (libe) said: H should
get hy.

'Mimie Scheller' was another sud den closing the week-end Drama was announced to move to the Ambassador. It played four weeks to small grosses through cut-rates and claimed better than even break.

MIMIE SCHELLER Opened Sept. 20: 120

Iringers' opinions on this merfler miedefarms. here unanmessly negative. Galbird (American) and Gerecits.
to say the least and
Variety (Rail): said: Desn't
stand meth-phanics:

Transatlantic's Broken Rhvihm: Mere Shifts in London

London, Oct. 27.

Further realignment Transatlantic Rhythm, the Felix Ferry musical which has been in much troublesince just before in much troublesince just before in fing here,
ing out.
Dave Burns was
Cast burns was has Buck and Bubbies ing out.
Dave Burns was joined the cast but couldn't get an extension on his labor permit, so Carl Tandell sticks until Ferty's new show in Paris is ready. He is the American who came over with "Three Men on a Horse," which closed here some ago. He made a local picture the terrim.

Al Cohen, Chicago promoter who stepped into the show with some additional cower when Jimmy Donahue decided he had enough and stopped shelling out is now also out. Garland Wells has a piece of the show, with Capt. Bir in charge of his interests.

Homeless 'Wingless'

Baltimore, Katharine Cornell starrer. Wing-less Victory, new piece by Maxwell Anderson, which went into rehearsal this week, will not have its premi re at the National. Washington, week of Nov. 23, as announced. ther spot being lined up.

Cast of the play includes several children and in the Capital a law prohibits appearance of persons under 18 years of age on the professional stage.

CURRENT ROAD SHOWS

(WEEK OF OCT. 26) lessom Time,' Ford's, Baltimore. Boy Meets Girl, Plymouth, Boy Meets Girl,

-Respondent Unknewn,' Englewood, Englewood, N. Call It Day,' Shubert, Bos-

Children's Hour,

Philadelphi 'Dead End,' tudebaker,

cago.
End of Summer' (Ina Claire),
Franger, Chicago.
Ethan Freme, Shubert, New
Hayen, 25-28.
First Lady Cowl),

Hayen, 29-28.

First Lady Cowl),
Nixon, Pittsburgh.

'Forbidden Meledy,' Erlanger,

rorbudes merody, Erianger, iladelphia, reat Walts, dra, Toronto, 'Green' Waters,' Shubert, New Haven, 30-31.

Hamlet' (Leslie Howard),

Haven, 30-31.

"Hamlet" (Lestie Howard),
Forrest, Philadelphia.
edda Gabler (Nazimova),
Horace Bushnell Aude, Hartford,
26; Court, Square, Springfield,
Mass., 27-28; Capitol, Albany, 29;

Civic, Syracuse Aude, Rochester, Syracuse, Masonic 'Invitation to Boulevard, Queens, 'Meet My Sister,' Murder. itan.

Hollywood,
"Mulatto," American, St. Loui
"Lady Precious Stream," Cass,

Detroit,
'Naughty Marietta,'
Chicago. Selwyn, Night

Night Selwyn,
Chicago.
Persenal Appearance,
Philadelphia:
Petrified Forest,
righton Beach, N. Y.
Plumes in the Dust (Henry
Hull), National, Washington.
Pride and Prejudice, Harris,
Chicago.

Chicago.
Punches and Judy (Florence Reed.) Shubert, Newark.
San Carlo Opera, Pabst, Milwaukee, 27-Nov. 1.
'Soandats', Memorial. Aude,
Sacramento, New, Aude.

New Aude, iltmore, Los An-28-31. eles, 28-31. 'Tobacco Road;' Hanna, Cleve-

Tonight at (Noel Coward), Colonial, Boston

AUSTRO-CZECH TALENT BANS CAUSE TROUBLE

Theatre war was started betv Czechoslovakia and Austria. trian government refused to grant several actors and actresses permis-

several actors and actresses permission to appear on Vienna stages, among them Josef Stigler. Felix Kneupfer and Thomas Kraa. Czecho-slovakian Actors Guild recipiocated by similar bans of Vienneze talent. Negotiations are under way to settle the matter peacefully incressos since it is called merely matter of a mix-up, of nationality; many actors were born in Czechoslovakia while it was still. Austri territory and vice versa.

British Quota

(Continued from page 11)

are factors not taken into considera-tion by its spensors which make it difficult to imagine how stiph a plan could operate. Exhibitors in particu-lar would see with definite misgiv-ings system which placed on them. obligation, as cansumers, to purchase goods which there was no compulsion on anybody to pro-duce.

one compulsion on anybody to produce,

It would automatically place them completely the power of distributors who had British product to offer, forcing, up the price and restricting the margin of choice, which, in the present days of quota quickies, is (exhibs declare) already seriously imited.

limited:
Suggestion that the exhibs quota might be reduced from 20% to 10% in compensation offers no tangible solution, and suggests that the only effect of the adjustment of the law would be to halve the present total of British production—which is a direct contradiction of the function of the Films Act.

American

American

American di utors are frankly
admitting they would welcome such
a proposition, and one of its stronest points is that it comes not from
any prejudiced parties, but from the
side which might
seted to
gain benefit from keeping the law
as it stands. It is obvious that farsighted American producer-distributors are not anyone; in badde bad tors are not anxious to handle had British product but have only done so through circumstances beyond their control. Those, in fact, who already have strong British studio connections—United Artists, Warners-First National. Universal, Columbia—would have to maintain a high grade of product from these sources so as to compete with independent producers or the Associated British and G-B groups, whose standard of production is judged by what they can profitably play on their own circuits.

Labor interests, too, have a squeal, declaring any amendment of the Act on the lines suggested would throw thousands of British technicians and studio laborers out of employment. It might do that, if it discouraged small units now engaged in quickle production, though there is no certainty the adjusted law would have any such effect. tors are not anxious to handle bad British product, but have only done

Actors Who Quit WPA For Regular Jobs Sav It's Tough to Return

Complaint has been made that players leaving the WPA to take regular stage jobs which were short-lived, have not been given preferential rating when seeking to rejo the government's relief show outfit Understood that such persons are placed on the waiting list and reinstated only when vacancies occur.

it is concerned; those who leave the WPA and have the illwho leave the WPA and have the illluck to appear in a short-lived attraction, are at a disadvantage. It
was stated by Hellie Flanagan, WPA
theatre boss, that all on the pay roll
who attempt to secure regular, engagements would be taken back by
the relief show project afterward.
It appears, however, that red tape
has interfered some cases, discouraging those on the lists from
making any attempt to get off the
relief pay roll.

OPERETTA SEASON STARTS IN NICE

Winter season of 1336-77, will be officially inaugurated this week, when Franz Leifar's operetta. Le Tagrewitch is presented at the Casino de la lette Music Hall under direction of Constanti Bruni.

Bruni Dag been given-ya free hand by the Casino management, and has arranged for the presentation of more than 60 first-dass operetas during the next moaths. Program, of the heaviest ever undertaken by the Casino, is in anticipation of a large increase of foreign visitors due to devaluati of the frame. the franc.

the franc.

Many of the most popular singers
in France have been set, including
Ross ivel. Andree Vaven, Ninon
Vanni, Mathilde Dubost Lisste
Ysaye, Germaine Champelle, Danielle Arly, Mari Lamberti, Robert
Dyrassen, Rene Lenoty, Gilbert Nabos, Pierre Bory, Lucien Dalbert,
Texier and Georges Bebr.

FUTURE PLAYS

The Two Mrs. Carrolls, melodrama by Mrs. Bayard Veiller, announced by A. Meyer, British producer, for December, lay was done in London last season.

was one in London last season.

'Don't Dedo,' comedy by
Asa Laban, was placed! rehearsal
this week under direction of William Friedlander for Ben Ford, new
producer. Due for a Baltimore tryout and Broadway bow late in Noverblas. vember.

vemoer.

"The letator,' dramatic treatment of the life of Rafael L. Trujillo, president and dictator of the Dominican Republic, by Leon de Costa, projected for Broadway by the author,

Madame Boyary, adapted from the Flaubert novel by Gaston Baty, to be done next season by the The-atre Guild.

Inside Stuff-Legit

Passing of Anne Caldwell leaves but one of a group of four remarkable. Broadway show-makers surviving—R: H. Burnside. Charles B. Dillingham, Victor Herbert and Miss Caldwell (Mrs. O'Dea in private life) were the others. Shows were produced by Dillingham, who not infrequently made suggestions which Miss Caldwell and the others worked on for the string of musical successes that made the manager wealthy and famous. Miss Caldwell was something of a tradition in the heyday of Dillingham and she was one of the most prolific librettists known to show business. A quiet, unassuming woman she developed a technique that rarely failed and was both book writer and lyricist.

1 Outstanding, perhaps; were her contri

Robert Turney, author of 'Daughters of Atreus,' voluntarily permitted Delos Chappell, producer of the play, to fold it Saturday night (20) a bit over one week's run. Turney's contract with Chappell called for a minimum three weeks' run but biz was so slight that Chappell called for succor and Turney gave it—sans payoff.

Production was an expensive one, just under \$50,000. Called for approximate \$9,000 weekly fut to break even and grosses on the week it ran (except for first night, which was pretty good at a \$4.40 top) averaged under \$200 pightly.

Variation of the Sunday show rules was noted when 'Abie's Irish Rose played Brighton Beach, N. Y., last week. Revival opened on Tuesday night and played through Sunday. Usually shows which Ive performances on that day lay off either Monday or Tuesday, Equity not, permitt seven straight nights, except in Chicago and other Sunday towns. 'Abie' was withdrawn after two weeks of neighborhood time but is due on Broadway about the middle of November. Anne Nichols, author and producer, is readying a new production for the run record holder.

Although a major musical, 'Red, Hot and Blue' is not as costly as most of its class. It will arrive at the Alvin Thursday (29) with the production outlay within a budget of \$75,000.

Second week in Boston was somewhat under-estimated, takings approximating nearly \$24,000 after a previous week's starting gross of \$15,000. In New Haven last week the gross approximated \$20,000.

The 51st Street, renamed Warners Hollywood, bowing into the Broadway legit field this week with 'Sweet River' has a capacity of 1,547 seats, around 900 of, which are on the bower floor.

Some extreme side seats have been removed, but the house holds almost as many persons as when it was built for wide screen films, which never materialized.

Helen, wife of Joseph Keith of the Leblang agency, N. Y., died suddenly last Wednesday (21). She slipped in the bathtub and sustained a compound fracture of the leg. Apparently in favorable condition in the hospital, she expired suddenly the day after taken to a hospital. Keith, a nephew the late Joe Lebtang, lost his mother is weeks

Sylvia Lupas, in 'Stage Door,' Music Box, N. Y., who plays the part an actress forced to thump the pieno at rehearsals while waiti for regular engagement, was formerly a concert planist. She is the wife of Louis Pupas, black and white sketch artist on the N. Y. Herald Tribune.

CHILDREN'S HOUR' GETS IN DUTCH

The Hague, Oct.
Lillian Hellman's American play
Children'sHour ran into plenty of
difficulty in Holland, particularly on
moral objections by religious groups,
but managed to get by. Play was
produced, here, by Van der Lugt
Melsert.
These

produced here by Van der Lugt Melsert.

Theatre commission fiest refused to permit the play to be presented at the Theatre Royal. Although the Melsert Co. is lessee of the theatre, municipri property, and the burgo-master had given his okery play was forced to move to another-house. In Groningen protests were refered by Catholic groups on moral rounds. Play was latter presented when Melsert insisted he would not deprive audiences of One of the best written plays to come along in many years. In refusing to heed the Catholic objections Melsert cited the lotay of the Catholic Mayor of Hilversum and added that the Protesterts of The had not objected.

Odeon, St. Louis, to Be Razed; Had Two Fires

Louis, ct. 27. on, formerly this city's chief

Odeon, formerly, this city's chief musical house, form down, thenri Chouteau, owner, obtai a wrecking permit from the city last wes. Twice damaged by fire last year, the structure was condemned by the City Building Dept, rected during the World's in the in 1904, the Odeon was the center of musical and dramatic activities it town until the completion of the \$5.000,000 ...nunicipal auditorium in 1934. It was the home of the St. Louis Symphony Orchestra and most of the concert artists who came here sang from its stage. First fire, Aug. 1, 1935, destroyed the entire amphitheatre at \$150,000 loss. Second one caused \$25,000 more damage.

1st Chi WPA Musical

Atter having been postponed from its original scheduled starting date of Oct. 15, the WPA musical. O Say Can You Sing?' is now slated to get going at the Great Northern on Nov. 7.

This is the first local WPA musical

Shuberts Want Monicker Off Philly House Under Wilner's Burley Policy

Silent Billi waged here between Lawrence Shubert Lawrence, local representative of the Shuberts, and Max Wilner, operati burlesque Shubert theatre.

Built by Shuberts and operated as class musical house a decade ago, the Shubert passed from their control during depression. But a narrow strip of ground adjoining has remained their possession, and backstage dressin rooms of Shubert, not in house itself, are on that plot of ground.

plot of ground.

To open house with burlesque,
Wilner needed dressing rooms, and
to obtain the ground containing
them he had to agree to take habert name theatre. His lease,
signed about month ago, is for
months. So far he's made
to remove. Shubert tag.

If Wither doesn't change name before lease is up, says rence Shubert, lease will not newed, and dressing rooms will be sealed with iron doors and securely bolted and locked.

ENGAGEMENTS

ictor Morley, A. Herbert, May Marshall, Sylvia Field, 'Matrimony Pld.'

Barbara Weeks, Owen Coll, Cynthia Rogers, Robert J. Mulligan, W. F. Nugent, Joseph Kleema, Double Dummy.

Beverly Phalon, Carlton May, Edward Marr, Oscar Stirling, Forbes Dawson, Jack Hasler, Robert Shayne, 'Don't Look Now."

Don't Look Now.

ix Continentals, Show Is On.
ramwell Fletcher, Edith Atwaler,
Jimmy Savo, 'Bedtime for Ali Baba.
Malcolm A. P. Kaye.
Audrey Bidgwell, lack Limelight.'
Paul Everton, William David, Regina Wallace. Gilbert Squarey, Paul
Marton, Oscela Archer, 'Don't Do It,
Dodo.'

Kirk Alyn, 'New Faces'.

Henry De Koven, Franklyn Davis,
Juliet Lake, Gladys Shelley, 'Four
to Go.'

Will '200 Were Chosen.'

EQUITY ASKS WHAT'S WRONG

21 WPA Troupes of 'Can't Happen' Start in 18 Cities: Five Postponed

Federal Theatre Project's produc-tion of 'It Can't Happen Here' was to open last night 'Tuesday' in 21 theatres in 18 cities throughout the U. S. Play, adapted by Sinclair Lewis' novel of the same title, is the most ambitious single production ever attempted in the U. S. Scenery for all the presentations was de-signed in New York by Adrian Cla-chaft and copies sent out to the vari-ous units.

ous units.

Brooklyn's 'Can't Happen' was set back until Nov. 5 when several leads walked out to take regular engagements. That necessitated recasting.

walked out to take regular engagements. That necessitated recasting.
Stated that the Kansas City and Des
Moines companies are off indefiitely, while the Italian companies
in Newark and San Francisco were
postponed because of translation
difficulties. Total of twe companies
did not start as scheduled.

Almost until the last minute, WPA
headquarters in New York had no
idea of complete list of the productions because of red-tape and
other difficulti involved. WPA
shows have very seldom opened on
time, generally going through, a
number of postponements. In, this
case, however, orders were to, open,
no matter what. Hallie Flanagan,
head of the WPA theatre project, is
quoted as having sai. This show
will open on time in every theatre
even if the actors have to walk
sround the stage reading their parts
off a script in their hands and wearing signs identifying themselves.'

New York WPA headquarters on

ing signs identifying themselves."

New York WPA headquarters on
Tuesday gave the following as its
estimate on the number of produc-

tions
New York, three troupes; Adelphi,
Biltmore (Yidd'sh); both on Broadway; Tompkinsville, Staten Island.
Los Angeles, two 'troupes, Mayanand Figueroa (Yiddish).
Yonkers, N. Y., Cleweland, Denver,
Tampa (Spanish), Bridgeport, Hartford, New Haven, Birm'ngham, Detroit, Indianapolis, Newark, Chicago,
Miami, Seattle (Negro), Boston, San
Francisco, Tacoma, Kansas City,
Omaha.

FT. WORTH PAYS OFF ON 'JUMBO'

Reports from Ft. Worth are to the effect; that the Chamber of Commerce is attempting to settle with creditors. Latter, who figured in building the Centennial celebration

creditors. Latter, who figured in buildings the Centennials celebration buildings, are said have been asked to accept a percentage of the bills owed. Only attractions remaining are the Pioneer Palace and the Casa Manna, which will close next Saturday (31).

Ft. Worth people finally paid the royalties on 'Jumbo' to Ben Hecht, Charles MacArthur, chard Roo'ger's and Lorenz Hart. Authors were prepared to go into court when the Texans changed their minds. Book of 'Jumbo' dropped entirely after the first week at Fort Worth, for which reason the committee though, royalties would not be due, Authors, however, had a contract and contended was no fault of theirs that the show was revised.

HENRY FORD SPONSORS DETROIT LEGIT FEST.

Detroit,
rtisan Guild Players, designed as
a civic theatre movement and sponsoued by Henry Ford, have moved
their Fall Festival to their own theatre in the ighland Park plant of
the Ford Motor , will open
with Biography is week.
Players, including several former
Jesse Bonstelle actors, will also present 'Squaring the Circle,' The
Enemy' and 'Shning Hour' during
the festival. Organization is selfsustai ing with a professional cast,
and is under direction of Carl Hardwicke,

Couldn't Afford It

showman believed to W. showman believed to have a bankroll recently drew up a will. First he asked the attorney what the fee was, and balked when the latter mentioned \$250. Lawyer then suggested: Till draw nothing if you make me a bequest of \$500. Showman said he couldn't afford that much, so they agreed on a fee of \$150.

DEVIL' OFF PENDING **BUCHANAN'S FREEDOM**

Production 'Between the Devil,' Howard Dietz-Arthur Schwartz musical, is to be decided upon tonight (28), following a telephone call to Jack Buchanan in London, where he is appearing in This'i Make You Whistle.' Show is being held up un-til Buchanan is free. Main part was written with him in mi

London production of the show has been called off; instead, it will be done in New York in March. Max Gordon is producing.

It's an intimate piece, and will be staged by Hassard Short, his first musical chore. The Great Waltz.'

Evelyn femme le

Anne Nichols, Green Team on H'wood Satire

and Morris Green and Morris Green will be associated in the production of a new comedy called 'Hi Diddle Diddle' by Bartlett Cormack, Latter is on the Coast, where he wrote the play, a satire with Hollywood back-ground.

ground.

Green returned from the Coast recently with the script. He had received a studio offer, but elected to
return to legit production. He was
formerly associated with A. L. Jones
in the presentation of The Greenwich Village Follies, and straight
plays, also with Louis Gensler in
several musicals.

When Actor Turns Mgr.

'White Man,' which introduced Sam Byrd as an actor-manager but was taken off at the National, '12, last Friday (23), played six ights following an unfavorable press. Reaon for suspending before Saturday had to do with rehearsal coi had to do with rehearsal coi.

Managers may deduct such money
from the players' salaries if the show
does not play more than one week,
consisting of eight performances.

Byrd had decided to close but, if
the Saturday performances had been
given, there could have been no rehearsal coi

O'Malley's 'Preferred'

Hollywood, 27.
Rex O'Malley planed east Friday (23) to start rehearsals with Grace George and A. E. Mathews in the Wm. A. Brady producti , Matrimony Preferred. He directed the play at Westport, Conn., last summer it opens in New Haven Nov. 3 and in New York Nov. 10.

O'Malley finished up a part in Metro's Camille' before departi

'Three Men' in Dutch

The Hague, Oct.
Baron Tip' (Three Men a
Horse') farce by Cecil Holm and
George Abbot, has opened in Haar-

lem.
Presented by the Jan Musch Co. Valid

ANSWERS FROM **ALL SHOW BIZ**

Managers, Dramatists, Labor Unions Invited to Sit In - Equity Altruistic?-R. R. Concessions Asked

BILL BRADY'S IDEA

What's wrong with show business?' That was the query which opened Equity's special council meeting, moved ahead to last Friday (23). Discussion was the first move in the direction of correcting faul attributed to the several factions in the legit field. Actors' body suggested to the managers and authors some months ago that a three-way conference might work out the problem and has now started the ball rolling. rolling.

In a communication sent to the Theatre League as representative of the managers, Equity asks for ideas,

General tone of the note asks: 'Is it Equity's fault? Is it the managers' fault? Is it the authors' fault? Is it the back-stage unions which to

blame?

Dramatists Guild will be consulted, as will also the stagehands' and musicians' unions.

It is hoped, when the suggestions of all sides are considered within each organization's boards, that an answer will be arrived at.

How It Started

Hew it Started
Movement started when William
A. Brady arose at Equity's annual
meeting last spring and told the actors that it was time for the end of
all strife in show business. He declared that legit faced the most
promising season within many years,
and it was up to all concerned to get
together and work out the problems
of the star. If that is attained with
any measure of success, the veteral
showmen's words will been
provipetic.
Movement indicates that Equity
has changed front titude to-

Movement indicates that Equity has changed front 'titude to-ward the other groups which make up the thetre. Insteed of policy changes to help the crups of the actor at the association's leaders appear altistic now, somewhere ited to ity ctofore

he-refere.

Mennions have no special squawk against Equity at this time and their turble with the authors has subside for the time-being. Way is open, therefore, for anticultie conferences toward correction the 19 so long co-plained of. That the stage hands and musicians will be invited to stim and participate on an equal footing view, the other groups makes the outlook for the coming sessions exceeds. outlook for the coming sessions even more premisi

Rail Cut Asked

Rail Cut Asked
Last week also saw all factions in the theatre united in appeal for transpor uon concessions. Delegation representing the entire field called on the Trunk Line Association with the suggestion that a lowered rail rate be permitted show people on tour. Pointed out that most of the traveling done at night and Pullman cars are required. Two cents a mile rate, does not apply to Pullmans or sleeping cars and show business asks that an exception be made so that its people can benefit by the recently lowered fares.

Showmen were cordially received by the railroad officials. It is believed, however, that even if the Tru Lines Asso.

cession, it will have to have the okay of the government's Interstate Commerce Commissi

Lorre to Broadway

ollywood. 27.
Peter Lorre left for Brezoway last Saturday (24) to start rehearsals in Napoleon the irst, ich ill be produced by Sidney Kingsley.

If the play is sold for pi , Lorre will play the title role under stipulation.

New Dramatists Contract Rules Almost Keep Jock Whitney B.R. From 'Chosen', Henry Luce In

'Ah Gets Weary'

Richard Huey who p ays the lazy colored elevator operator in "Three Men Cn Horse." Playhouse, N. Y. a of the most occupied persons in show business He 'Aunt Dinah's Kitchen, eating place in Harlem is an agent for colored actors, teaches a course at public school and goes on the radio.

on the radio.
Still, during the 91 weeks in Three Men, he gained 35

SHUBERTS' \$24,268. VS. MRS. LEW LESLIE

Summary judgment \$24.268 plus interest, in favor of Select Theatres Corp., and inst Irene Les lie, wife of Lew Leslie, was handed down Thursday (22) by N. Y. preme Court Justice Charles B. Mc-Laughlin

Jugment is the outcome of a suit begun early in 1935 to recover \$20,000 plus interest from Mrs. Lesile on a promissory note which she endorsed on behalf of her husband is loan from Shubert Theatre Corp. 1930, and a second note she endorsed in 1932 for \$5,000 from Lee Shubert. When the Shubert Corp. went into bankruptcy. Select Theatres bought over its notes.

Less than \$700-was paid, according to Select, and, after repeated demands to Lestic, hi wife and his brother Scul, suit was started.

In her defense Frs. esli inted. In the defense free self inted until she received a summons in the suit filed against her.

IS MILLENNIUM HERE?

New Haven, Oct. 27. Hartford is currently enjoying a burnup because the D'Oyly Carte troupe has again been booked into New Haven and pecced, up the insurance town. Far if papers aquawked on what they claimed was a slight to their "tural responses' and one sheet went so fer as to state that the main reason New Haven landed the troupe was in order that an executive here, being a relative of the Shuberts, might cet a private cut in the take.

Hartford story rew a laugh from E. D. Eldridge, manager of the local legit house and an uncle of the Shuberts, who stated he hard offered the G. & S. players a rice paccentage on \$20,000 week, which probably had something to do with the booking, the previous stand here a couple of \$23,000. New Haven and passed up the in-surance town. For f: paper

No Decision

Committee assigned to investigate Committee, assigned, to, investigate, the feasibility of blishi one mi imum salary for E 12th actors reported to Equity (27). Ceneral lidea was to/male \$40 the minimum for all and dropping the junior minimum of 25 weekly. Council made no ceci.

British Guests

Dame May Whitty and Ben Wcb-ster, both officers of British Equity, were present at Tucsday's council session at Equity. They attended as

Britishers are appearing in Must Fall, Barrymore, N. Y.

First dispute over the new authorsmanagers contract ov backing of '200 Were Chosen,' Sidney Harmon and the Actors ertory produce, John Hay (Jock) Whitney was ready to back the show when the contract sions intruded and almost kept out. He'll sti part, how-ever.

that, if a play
backed by a film company, sale of the

picture rights is to be governed by an involved system. One point is that

an involved system. One point is that the manager shall not be told thing about the bidding, the identity of the bidders. Idea of the authors on this to ensure against picture people using methods which might limit the amount paid for screen rights. It is this port of the contract which caused Hollywood to declare tiself out on the back of Broadway productions.

There is no such restriction on plays produced without picture coin. Whitney, who backed a number of legit shows even before becoming interested in tilms, suggested that he recognized as an independent

be recognized as an independent manager and not a film producer. Dramatists Guild ruiled otherwise. Whitney did not regard the situation as important and made the investment anyway despite the fact that his attorney advised against it.

ment anyway despite the fact, that his attorney advised against it.

Chosen, written by E. P. Conlick, was slated into rehearsal early this week, with the filing of an Equity bond. Henry R. Luce, editor of Time, also interested financially in the drama, and deen Whiting, Jock's sister, has a piece of it. Show that to do with seople sent to Alaska, way the government to start faims.

Anotier play in which Joan White is a manner of the sister of th

CALL FOR COPS AT'DOOR'PREEM

Police reserves were called out. Thursday (22) night when a crowd of unruly onloaders gathered around the entrance of the Music Box, N. Y. on the opening night of 'Stage Door.' Four persons were arrested, one a woman who refused to move on and who socked a cop the eye. Captain Borschel of the West 47th street station house took command and, with half a dozen men, guarded the stage entrance until all the cast departed, block being cleared of all stregglers.

Cops good-naturedly lined up the first night fans and autograph posts but, when several notables caught the mob's eyes, there was concerted rush towards the lobby. Postmaster Farley, Anita Louis Noel Coward and Gertrude Lawrence ar-rived about the same time and that started a jam.

Something of a record was made by number of good-luck stele-grams to the players and menage-ment. Estimated that at least 1,000 wires filled the mail-racks back-stage, about half going to Margaret Sullavan, featured player.

George Kaufman, who wrote Door' with Edna Ferber, was not precent, being home with a heavy cold.

56

Plays On Broadway

STAGE DOOR

Comedy in three acts presented at usic	ı
Box, N. Y., Oct. 22, '36, by Sam H. Har-	ı
ris: written by George S. Kaufman and	ı
Edna Ferber; staged by former; features	ı
Margaret Sullavan; \$3.30 top.	ľ
Olga Brandt	ľ
Bernice Niemeyer Janet Fox	ľ
Susan PalgeLill Zehner	ı
Mattle Dorothen Andrews	ı
Mary Harper Beatrice Blinn	ı
Mary McCune Mary Wickes	ŀ
Madeline Vauclain Grena Sloan	
Judith Canfleid Lee Patrick	
Ann Braddock Louise Chaffee	
Mrs. OrcuttLeonia Roberts	
Kaye Hamilton Frances Fuller	ı
l'at Devine	
Linda ShawJane Buchanan	i
Jean Maltland	
Bobby MelroseJuliet Forbes	
Louise Mitchell Catherine Laughlin	
Kendall Adams Margot Stevenson	
Frank	l.
Terry Randall Margaret Sullavan	
Sam HastingsRobert Thomsen	١
Jimmy Deverenux Alex Courtney	
Fred Powell	ŀ
Lou Milhauser Edmund Dorsay	ľ
David Kingsley Onslow Stevens	
Kelth Burgess, ichard Kendrick	ı
Mrs. Shaw	
Dr. Randall rlestly Morrison	۱
Fillen Fenwick Judith Russell	ı
Tony Gillette Draja Dryden	ŀ
Larry Westcott	l
Larry Westcott	ŀ
Adolf Gretzl,	١

Music Box is regarded as Broadway's ace theatre because of its perennial luck with attractions. Sam
Harris and Irving Berlin's theatre
Harris and Irving Berlin's theatre
to the theatre because of its perennial luck with attractions. Sam
Harris and Irving Berlin's theatre
to the theatre
theatr

thin is any leading woman of the theatre.

'Stage Door' is seeped in satire anent and against Hollywood, sometimes acid. With Miss Sullavan present the authors created their own paradox, for she returns from the Coast without doubt a better actress than she was when she wenthers. The acts without doubt a better actress than she was when she wenthers. The acts without doubt a better actress than she was when she wenthers. The acts without country the subject of the country of the co

There are 19 ingenues, some of them rather passe, in the surroundings of the Provilights Club, a boarding house for aspiring actresses near Broadway's theatre zone. Varied types are probably necessary in this essentially feminine play, but the interest increasingly centers on Terry Randall, best-liked girl in the establishment.

sets a state of the state of the stablishment.

They are all stage struck, especially Terry. She has the makings, but when she finally lands a part, the stable of the sta

earn a living but, in the end, Kingsley returns to the theatre to produce
a play for Terry and that means
romance.

Terry is first attracted by a young
playwright who started on a soap
box and ended with a swimming
composite for adical playwrights who
promptly changed their ideas when
sweetened by picture coin. Terry
belps him write a hit, getting ao
credit nor share of the gains. It is
her first big disappointment when
he goes Hollywood, Burgess visits
after a year, now a dolled-up egotist.
Play has curtain strength, a qualtime to be a surfain strength a qualtime.
Perfect plays. End of act one is an
argument over Hollywood, with the
picture end getting much, the worst
of it. Both authors have had a fing
on the Coast, but there is little doubt
that both prefer Broadway. Nothing new for Kaufman to travesty the
film industry. He did it before ever
some a lifetime, written in collaboration with Moss Hart.

Miss Sullavan is the principal
draw of Stage Door, a personable
actress, with a personality that will
dominate almost any stage. Miss
Patrick's contributions, never fail;
she is a comedienne of exceptional
taming the start of the start of the
Kingsley, and he turns in a good
Sob, as does Richard Kendrick, radical author, and Priestley Morrison.
Latter's part, and the references to
him, are diely written, by the way.
But the invenues dominate Frances
Fuller as a disappointed bride trying
to land a job on the stagent from
as an eccentric; Prayllis Brooks as
Terry's room-male; Jane Buchanan

Shows in Rehearsal

'This Pretty World'-Johnny Walker,
'Winged Victory'—Katharine
Cornell.
'Matrimony Pfd'—William A.

rady.
200 Were Chosen'—Sidney
42000 and Actors Repertory.
Four to Ge—Joe Byzon Totten.
'Don't Leek New*—Gustav

loom,
'Don't Do It, Dode'—Ben Ford.
'The Show Is On'—Shuberts.
'Double Dummy'—Uliman and

Hellinger. 'Jehnny Jehnsen'—Group The-

atre.'All Editions'—Juliana Morgan,
'Prelude to Exile'—Theatre
Guild.
'Black Lime Light'—Bushar,
and Tuerk,
'Green Waters'—Shuberts.

as a girl who breaks away and takes the easy road; Beatrice Blinn and Mary Wickes as mistis; Sylvia Lu-jos, pianist drudge at rehearsals; Dorothea Andrews, colored maid, are among those who make the play come out right.

TEN MILLION GHOSTS

TEN MILLION GHOSTS

Play in three neits (to scene) with land, care in the control of the control Shore
Baron Ohta
Daroness Ohta
Stern
Walters
Messan

This is a sermon in play form, tairly well-written, handsomely mounted and peopled with able performers. But it is scarcely entertainment for Broadway, nor, it would seem, because of the theme, handed to the performers of the theme, handed Sidnuy wood picturity seems he had by Men in White', and Dead End' allegedly invested in the slashing attack on munitions merchants. He is his own stage director also, In view of the three-ply task he has set himself the results are creditable, except that Kingsley, the producer, has needed to be hopeful rather than could be accorded to the seems of the seems o

enough.

Of the various individual performances, Otto Hulett stands out as the war correspondent. To him falls the scornful last gurtain speech, in which he threatens to devote his life to the expose of the merchants of death. This line brings prolonged appliance.

death applause.
George Coulouris is effective as Zacharey (one guess who he's supposed to be), diabolic organizing genius of international murder, Orson

Zionist Studio Presents Unabashed 100% Jewish Programs in Reich

Theatre studio of the Berlin Zionist's Union, a separate body from the local Jewish Culture League, arranges entertainments twice weekly at its district meeting places. Here a 100% Jewish program is offered and, judging from the overcrowded house on night caught, studio seems to come the right track. By the JCLL there is no compromise here. Probably for the first time in the Reich, program and actors represent no mixture of Western-European ingredients with pseudo-Jewish elements. A unity in language, stuff and artistic style results in the right atmosphere, a Jewish atmosphere of a Jewish theatre. Current offering by the Priedrich, shain district group, directed por Western Lewish following the work of the control o

dances: Exra. a new grotesque comic who does another number with Salz-who does another number with Salz-who does another number with Salz-who does not not consider the form of the forman. Peter, a liberal and generus fellow until war fever brings out a stubborn, thick-headed, do-order Prussianism. This role is small, but intelligently projected by Marting Carbon and the Lantern sides thrown on the drapes carry forward the action between scenes. These are in the form of telegrams, newspaper reproductions, symbolic photographs, cemetery crosses. Close-ups of barbed wire marked 'made in Germany' upon which German troops had their For the climax of Act Il Kingsley has worked out a shrewd device. Moving pictures of battle scenes are being privately exhibited to the munitions alobos and a general. Mewapaper scribe and the idealistic young Frenchmen are stirred to strong landing themselves the munitions feeding themselves the munitions feeding themselves the munitions feeding themselves the munitions feeding themselves the munitions alobos and a general. Mewapaper refries and the idealistic young Frenchmen are stirred to strong that the provided themselves the munitions feeding themselves the munitions feedin

mann and Miss Herz in eccentric dences. David Fest, monologist in dence of the property of the

'SIS' CATCHING ON IN H'WOOD

EILEEN

World's Youngest Ballerina

C. B. COCHRAN'S AMERICAN DANCING STAR OF HIS "FOLLOW THE SUN"

DAILY MAIL, LONDON: dances like swansdown, Mr. sweetest personal discovery.

FIVENING CHRONICLE, LONDON:

'... The thistiedown brand of dancing presented by Elleen O'Connor is a big feature.'

EETNOLDS ILLUSTRATED
LONHON:
1 chall never sepect to see a mor
perfect, dancer.

NEWS CHRONICLE, LONDON:

delighting andiences with her deliand charming dances in Pollow the

So impressed was Mr. Cochran
her grace and ability that he enbered her within five minutes of seeing
her dance in Paris.

MANCHESTER EVENING

EVENING CHRONICLE, MANCHESTER:
... looks like a Christmas Tree-fairy
and dances in the revue as lightly as
thistledown.

PARIS MIDI, by Louis Leos-Murila; and I give the star honors to the American, Elleen O'Connor, adorable in grace, in charm, in delicate and nuanced harmony.

"en pointes" and supple-completely ravishing young Filteen O'Connor, flexible, with Impressive balance.

OPENING AT THE RITZ-CARLTON HOTEL, NEW YORK, OCT. 30th

Number Please! No. 402 **OPERA**

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For quantities rite wholesale theatrical division Special Dyes Extra Charge

A New Net Opera Hose, Full Length-Colors-Black and White . \$2.75.



Broadway at 47th Madison at 48th

Open Evenings New York

All Five Loop Houses Occupied. Pride' Big \$13,000, 'Jan. 16' \$9,000

Chicago.
This week marks the first time in years that all houses available for professional legit in the loop are lighted. Five houses and five shows, Much less than the big money erabefore the 30's, but note of healthy optimism anyway. Many of the theatres such as the Garrick, Apollo, Woods, Illinois, Cort, have been torn down converted into micture spots: but those that remain micture spots: but those that remain

Apollo, Woods, Illinois, Cort, have been torn down converted into picture spots; but those that remain re all in use.

Newcomer is 'End of Summer,' which opened list night (Monday) at the Erlanger as the third play on the subscription season of the American Theatre Society, which, by the way, is having its best take in many years. Tonight (Tuesday) there's a double opening; the WPA production of 'It Can't Happen Here', at the Black Call Me Ziggy' atting as the only strict farce around.

Tride and Prejudice' remains the sig gross taker of the loop, getting better than \$13,000 again on its second session. Goes off the subscription list this week and, with that cutrate ducating out, should improve.

Bollowing into the Grand after the Black of the State of the State

Estimates for Last Week

Dead End, Studebaker (1,300; 12,75) (7th week). Showing a good profit on steady run at around \$10,000

Pront on Steady run at around \$10,000 \$2.75). (Ict weeb). Opened last night (26) and a cinch for a, walloping two weeks on ATS season. "Yaughty Marietta." Grand (1,200; \$2.20) (2nd week), Not quite up to "Blossom Time biz, but okay at \$9,-500 for initial session. Will go three weeks.

eeks. 1 Jan. 16, Selwyn (1,000; Night of Jan. 16, Selwyn (1,000; N. 75) (6th week). Has dropped ednesday matinee after attempt to rengthen with femme juries. Okay \$9,000 again.

Wednesday matines after attempt to trengthen with femme juries. Okay at \$4,000 again.

Tride and Prejudice, (Harris (1,000; \$2,75) (3d week). Goes off subscription and on its own this week, which should zoom gross to a powerful mark. Even last week with ATS cut-rates holding the possibilities down, this walloping dramwinner of the saton topped \$15,000.

San Carle Opera. Auditorium. Finished bang-up three weeks here lest night (Monday). Will be back in April. Dollar opera has proved a real coin collector.

"Call Me Zigzy, Playwrights. New play opens try-out tonight (Tuesday) on two or three-week testing.

"Call West of the control of the contro

'END SUMMER' \$16,000, PITT.

ittsburgh. Oct. 27.

Nixon's best take since the opening of the legit season came last week with 'End of Summer,' Guild show offered under ATS subscription auspices. Comedy hit did a bit over \$16.000 at \$2.85 top.

Show got the swanktest opening night crowd of the season and attracted a big window sale on the heels of rave notices and swell word-mouth. Marquee combo of Intracted as the season with the season. Around \$16.000, excellent and a tribute to the draw of the Claire-Perkins combo.

Reinhardt 'Branch'

Vienna, Oct. 16. der Josefstadt has nch theatre' the Vienna, Oct. 16.
Theatre der Josefstadt has opened a branch theatre' the Rotenturmstrasse, called Kammerspiele. Reinhardt actors there and now doing 'Love From a Stranger' by Frank Vosper, a 'gangster' play the Viennese papers call it.

Kitty Stengel, Ernest Deutsch, Frieda Richard, Jane Tilden, Hans Thimig, all first-rate actors of the Josefstadt Rheinhardt stage, are at the Kammerspiele now and b. o, reports are very optimisti

'Stream' Not Precious In Cleveland, \$4,500

Cleveland, Oct. 27.

Hanna's legit shows to date have been apparently jinxed—not one of them has turned out to be a money-

them has turned out to be a money-maker. Coming after Mulato?, which was a bitter disappointment, Lady Precious Stream last week didn't change the house's luck. Seven performances, including two matinees in five days, failed to get more than a poor \$4.500. National Teachers' Convention at end of the week pushed up sales of cheaper bal-cony seats, but not enough to help much.

cony seats, but not enough to help much.
Current show is Taylor Holmes in Tobacco Road, expected to do much better. Nazimova in 'Hedda Gabler. Nazimova in 'Hedda Gabler. Nazimova in 'Hedda Gabler. Can't. Happen Here Tuesday (27) while the Play House is keeping 'Merrily We Roll Along' for fifth week.
Estimate for Last Week Tasty Precleus Streus' (Hanna) (1,435:55-82.50). No sale and a very low 4,500. It was all Chinese to the localities.

'Children's Hour' Fine \$13.500 and Building, Philly

Philadelphia, Oct. 27.
Philly has four legit houses open to the control of the co

Mulatto' \$11,500, Detroit

Detroit, Oct. 27.

Starved legit fans were served a rather distasteful meal here last week, opening the belated Cass season, but ate it and sent Mulattot away with a good \$11,500 for nine performances, Augurs for the biggest year here since 1929,
Off to a sock bo. start opening night, the James Kirkwood opus received indifferent treatment by town's three dailies. Cheaper chairs were filled without treable most of the week, and two matinees were virtual self-outs. Ditto final night (24).
Tady Precious Stream (25) at the Cass at Stand Sunday (25) at the Cass at Stand Sunday (25) at the Cass at Cass at Cass (1400; \$2.20 top). Benefited by legit-starved natives, and snagged a good \$11,500. Detroit, Oct. 27.

'DOLE' \$2,000, NEWARK

Public Not Interested in Tragic Theme, Despite Good Reviews

Newark, Oct. 27.

Love on the Dole was not wanted by Newark this past week, and the Shubert nose-dived to around \$2,000, although the local critics did a rave on the English play, News going so far as to call it the best play of the season. A good cast heeded by Margarite Curtis in the Weedy Heller part could not offset the gloomy subject of poverty. "Dole went to the storehouse Sahurday." Current attraction is John Golden's "Punches and Judy," starring Florence Reed, prior to Broadway premiere.

Florence Reed, prior to Broadway premiere. Estimate for Last Week Love on the Dele, Shubert (1,970; 50-\$1.50). Though given a good send-off by the critics, public was not interested in tragic theme. Very poor at \$2,000.

D. C. Enjoys Laff At Itself: \$21,000 For First Lady'

Washington, Oct. 27.
Long-awaited engagement in the Capital of 'First Lady' wound up Saturday (24) with approximately 19. Cast had some trouble at first with the fact that laughs came at different times from Broadway, but local officialdom had the time of its life guffawing at what it accepted as a burlesque of itself.
Current attraction at town's only properly in the control of the control of

'SCANDALS' NABS \$25,000, FRISCO

San Francisco, Oct. 27.
George White's 'Scandals' moved out of here Saturday (24), after two weeks of excellent biz at the Curran, Following two one-night stands, in Sacramento and San Jose, White moved to Los Angeles, where 'Scandals' will open a two-week stay at the Biltmore tomorrow (28). White will use 20 more girls in the line during the L. A. engagement, he says.

says.

After getting off to a bad start, biz on 'The Fool,' FFP play at the Columbia, picked up a bit and gave the house a fair second week.

Estimates for Last Week
George White's 'Scandals' Coll
week) (1,700; \$3). Could have stayed
another week, but had to move south
for an L. A. opening tomorrow (28).
Second week almost capacity, tac
coming to around \$25,000.

The Fool' (3rd week) (1,700; 50c).
Climbed to \$3,200 for the final week.

Climbed to \$3,200 for the final week.

Tovarich' \$21,000, 'Stage Door' Looks **Equally Big; Broadway Pace Hotter**

In addition to the big grosser mu-sical, "The White Horse Inn," the cur-rent legit card on Broadway includes four straight attractions paced at tour straight attractions paced at \$20,000 or over, Two are newcomers, 'Stage Door,' Music Box, and 'To-varich,' Plymouth. Holdovers still cleaning up at the high levels are 'Idiot's. Delight', and 'Victoria Re-gime. Both the new hits are com-

edies.

"Stage Door was the standout of last week's premieres. Swing Your Lady' has a chance for moderate success at the Booth, where it got around \$6.500. Ten Million Ghost at the St. James drew a bad press; a did 'Iron Men' at the Longacte. Latter got such little coin after the pening that it went into cut rates and got small change. It stops this week.

and got small change. At supposition week.

Tovarich, which came in from abroad with a rep, proved the exception in importations and clicked right off. Management had sold several house parties in advance. Result was a jam in the agencies, which could not deliver tickets to patrons. First full week was around \$21,000. Indicated pace of 'Door' will be close to that mark.

could not deliver tickets to patrons. First full week was around \$21,000. Indicated pace of 'Door' will be close that marked of 'Door' will be close that marked of 'Door' will be close that marked to be composed to the provided saw some improvement with 'And Stars Remain.' Reflected Glory' eased off but turned in a goodly operating profit.

Business generally has started to waver, with campaigns of the presidential candidates growing hotter. Samuch activity or the radio is carded the carded of the control of the radio is carded the carded of the the carded o

and a helf. Belssee (53rd week)
(D-1,004-\$3.30). Holdover drama smash still turning a profit weekly and indefinite; around \$9,000.

Fellies, Winter Garden (resumed eng.) (22nd week) (R-1,493-\$3.85), Running along to fairly strong business, and expected stay unit the Christmas holidays; \$27,000 last week.

week 'Hamlet,' Empire (3rd week) (D-1,096-\$3.30). Went up and second full week was close to \$16,000; not

able press and very little coi; about

*2,000.

*Mimie Scheller, Ritz. Closed suddently Saturday; four weeks to New Faces, Vanderbilt week) (R-804-\$3.30). Going to road after another week; may do better

there than on Broadway; around st Fall, Barrymore (5th

there than on Broadway; around \$6,000.

'Night Must Fall,' Barrymore (5th week). (D-1,000-33.30). Agency buy protecting imported meller, which is rather disappointing, despite London rep; around \$8,000 last week.

'On You'r Tees,' Imperial (29th week). (M-1,483-53.35). Moving to the Majessic after another week meller, the miscal rated around \$19,-000 last messed. The miscal rated around \$19,-000 last messed week). (Review 'Abie's Irish Rose' slated for another the street current Anne Nichols comedy doing fair business; \$5,000 estimated, 'Red, Het and Blue,' Alvin' fist week) (M-1,355-\$5.50. Presented by Vinton Freedley; written by Cole Forter, Howard Lindsay and Russell Crouse, open Shurraday (29). Conse, open Shurraday (29). Conse, open Shurraday (29). State of the Week's (D-951-\$3.30). Week to week; (D-957-\$3.30). Week to week; attendance all on lower floor, with gross approaching \$6,000; not enough for an even break.

'Sseen, But Noc Heard.' 48th S. (Seen, But Noc Heard.' 59,000 this week, and may better even break. over \$3,000. State Deen', Music Box (Badweek) (C-1,013-\$440). Mostly favored by the starting street, bits St. (1st week) (D-1,547-\$3.30). Presented by George Abotty, written by same; musicalized by the starting week, with takings around \$6,500, can make profit at that figure. "Tex Milliam Ghests," St. James (2nd week) (C-1,154-\$3.30). Lie'ntwels and the seek and drew weak press; staying chances doubtful.

The Laughting Wessan, Golden (The Men en a Herre, Playnous (5) and week (C-868-\$2.20). Moves to Fulton next week; strong week-ends helping long-run comedy to better than \$6,000.

The Ree Road, Forrest (152nd week) (D-1,017-\$1,65). Lowest scale week (D-1,017-\$1,65). Lowest scale on list continues to draw profitable on list

to better than \$6,000.

Tobaces Road? Forrest (152nd week) (D-1,017-91.65). Lowest scale on list continues to draw profitable business; estimated around \$6,500.

Tevarich. Plymouth (3d week) (CD-1,036-33.30). Sold out first full week with gross quated at \$21,000, one of undisputed hits of recent arrivals.

week with gross quoted at \$21,000; one of unisputed hits of recent arrivals. One of the control of the control

Street. 'Noah,' Lafayette.'

NEW HAVEN 50% UP; 'RED, HOT' OKE \$18,500

New Haven, Oct. 27.

New Haven's legit season continues okay, with almost solid bookings since opening in Sept. Business to date is bettering a year ago by all the season continues of the season of

Howard's 'Hamlet' \$28,000, 'Boy-Girl' \$10,700, 'Day' \$15,700; All Good, Hub

Top-heavy houses on \$3.30 shows here this season have indicated that local show shoppers can't outle take the upping of scales. As the season progresses they are demanding more for their money; and the standard of the standard here, and \$2 is more popular.

\$2.50 up is about all that most folks will stand here, and \$2 is more popular.

Leslie Howard easily carried honors last week with his tryout of Hamlet. Snagged \$22,000 at the Opera House, very good. Although the week, including the insertion of Hamlet's advice to the players, which was deleted on opening night, the piece left in okay form. Howard, in a curtain speech and a radio interview, bemoaned the fact that conditions in the commercial thearten permit only four weeks' rehearsal' for such an ambitious undertaking. It's a heavy show for the deck hands and five traveled by sleener with the heavy set Sunday to Philly where they expected to work all night and Monday in order to ready the two-week date there.

Call it a Day' hit oftay brackets in its first week at the Shubert, \$15,

700: Nazimova made a good showing in her seven performances of 'Hedda Gabler' at the Colonial, \$8,700. 'Boy Meets Gir' perked up a bit in its third, week.

Noel Coward opened his series of one-act plays at the Colonial last sight (26). All written and directed by Coward, who also appears in casts, and all new to America.

WPA opens 'Can't Happen Here' and the Repetrory tonight (27), Beatier Repetrory tonight (27), Beating (27), Be

Plays Out of Town

TONIGHT AT 8:30

Three sevies of three species plays writing and staged by Noel Coward; starring sward, and Gertrude, Lawrence; songa-by ward; presented by John C. Wilson at blad of the company of the co

HANDS ACROSS THE SEA

alters alter Clipin Gertrude Lawrence Clipin Gertrude Lawrence Clipin Gertrude Lawrence Clipin R. N.

				Noel (loward
	mn	ander A	lastair Co	rbett.	R.N
	4.4	9.4	Edwar		
Mrs	. Wadhu	rst		.Joyce	Carey
Mr.	Wadhur	st		Alan	Webb
Mr.	Burnhar	n	Ike	nneth.	Carten
Hor	. Cinre	Wedderb	urnJo	an Sw	instead
Mal	or Goslir	W	Anth	ony P	ellssler

THE ASTONISHED HEART

Barbara Faber	Joyce Carey
Sesan Blrch	Joan Swinstead
.Tlm Verney	Anthony Pelissler.
Ernest	Edward Underdown
Sir Reginald Erench.	Alan Webb
Leonora Vall	Gertrude Lawrence
Christian Faber	Noel Coward

RED PEPPERS

Tite Downer	Gertrude Lawrence
this repoet,	
George Lepper	
Aller Caretter Contract	Kenneth Carte
Bert Bentley	Anthony Pelissi
Mr. Edwards	
Mabel Grace	Joyce Care
1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1	4.0

of manners to music in one scene.

Coward and Miss Lawrence are in all nine plays.

Fox.

PLUMES IN THE DUST

1.0	wasnington,	Oct. 27.
Drama in t	bree acts (six	scenes) by
Sophle Tread	weil; presented	by Arthur
Honking sters	Henry Hull at	need by Ar-
thur Honking	sets, Woodman	Thompson.
at National V	ashington, Oct.	08 '80
Mrs. Frances	Allan . Fred	rice Stemone
Mlyanda	Allan Fred	ve Bowmen
Lizzie	Artie B	alla McGinty
Yohn Allen	Chai	des Verneder
Pouglie Poo	Ba	hara Eulton
Edgan Atlan 1	One .	Honny Hale
Monouva Hami	son	Don Chalton
Elmine Shelton	3011	Duch Varie
Mea Maria C	lemm	Money Morely
Vincinia Clam	mAm	alla Pomono
Mice Make		Trib Tromano
Leba D Manna		Tris whitney
John F. Kenne	dy Ear Elea	1 Fleischman
Count Agent	- Elea	nor Goodrich
Maran Anne L	ewis	dwig Schock
MIT. LEWIS		LICE PRAIRIE
N. P. Willis.,	t	n.C. Jackson
Elizabeth Kile	ti	noe Cognian
margaret Fun	erP	ortia morrow
Frances S. Us	goedDor	otnea Pergen
Dr. Griswold.	ndDo	naid Williago
mrs. Sucheria	na	. Ada Potter
Lou		uline Meyers
Dr. Snodgrass	Be	Palmer Ward
An Attendant.		rnard Kisner
Dr. Moran	Edv	yin Cushman
Nurse	Ji	lia Fremont
1		/

Lily Papier. Servinde Lowers Groes Pepper. Noel Coward Mr. Rowards. Alan Webb Mr. Poe nor Mr. Hall, nor both of them together in a very excellent opposite interior in the policy of the for subspilly. Alan Mr. Poe nor Mr. Hall, nor both of the subspilly complete in the distribution of the subspilly complete in the Dust is too aptly his form of the series haspilly. Coward walks through two crashes under the strain of an affair. with a repressed, romantimistress. Wife, analyzing her his barry for of also still web with the carry off the top honors. Teppers' puls Coward and Miss. Lawrence in front of a street drop for a slap-stick vaude act i which both hoof and sing through two crashes with the forch leader, who gums up their second turn in rebuttal, and with the house minager. Coward's versatility his high in this redwinged playlet, for here he's actor, director, nooter, ditties, and writer of two songs, and direction are bright. This driple sample is well-balanced as to type temmo, length, and chart and third starts Friday night (30), also for two inthis and third starts Friday night (30), also for two inthis is of the well-balanced professional direction acception of the complex with the orch leaders and Heart and the direction are bright. This driple sample is well-balanced as the type temmo, length and chart and the direction are bright. This driple sample is well-balanced and third starts Friday night (30), also for two inthis sand third starts Friday night (30), also for two inthis sand third starts Friday night (30), also for two inthis is to We Are Dancing comply the program will work to the program

matter how impressively, does not make a complete drama. In her eagerness to portray the sensitiveness, egotism, brilliance, bitterness, and other intredients that went to make Edgar Allan Poe the unhappy genius he was, Miss, Treadwell has neglected to give her portrait a frame.

genius he was, Miss Treadwell nas reglected to give her portrait a frame. Play, for all occasional maxes, is slow, episodic and gloomy. Its characters, other than Poe, are aunconvincing; its lines, except for those borrowed from Poe, are flat. Henry Hull delivers a performance that is little short of heroic—making the ratters ring with the words that are Poe's and battling unflinchingly when he is left to himself and the author. Rest of the cast—with the exception of Mary Morris as the foster-father—is seltom more than adductate and Charles Kennedy as the foster-father—is seltom more than adductate and Throng more than adductate and Throng more than adductate and Throng more than the properties of the seltom of the properties of the appropriate and excellently conceived sets. Craig.

HEDDA GABLER

(NAZIMOVA)

(NAZIMOVA)

Boston, Oct.

Tragedy in four acts, by Henrik

detected by and starring Nazi orth

21, '30. Setting Stewart, Chaney,

Julia Tesman Lesile Bington

George Tesman Hurry, Ellerbe

Hedda Tesman Nazimova

Mure Blysted Viola Frayne

Ellert Lovbor Ellert Lovbor Ellert Lovbor Ellert Lovbor Ellert Lovbor Ellert Lovbor Lesion Frayne

Ellert Lovbor Ellert Cabot

Mrs. Bleviel. Viola Prayme Mrs. Plote Cabet. Nazimova emerges from a long four-act evening with vine leaves in her hair, winning well-deserved plaudits for a masterful, meticulous and studied delineation of Ibsen's meanest woman; and on this phase alone rest all hopes for a satisfactory box-office pull. It will be a must for Ibsen'students and admirers and will afford a thoroughly satisfactory box-office pull. It will be a must for Ibsen'students and admirers and will afford a thoroughly satisfactory box-office pull. It will be a must for Ibsen'students and admirers and will afford a thoroughly satisfactory box-office pull. It will be a must for Ibsen'students and admirers and will afford a thoroughly satisfactory for Nazimova. From outside those circles it will probably draw little or no extra money.

It is rich theatrical experience to witness the skillful sculpture of sadistic, selfish Hedda in the experience of witness the skillful sculpture of sadistic, selfish Hedda in the experience of witness the skillful sculpture of sadistic, selfish Hedda in the experience of witness the skillful sculpture of sadistic, selfish Hedda in the experience of witness the skillful sculpture of sadistic, selfish Hedda in the experience of witness the skill sculpture of sadistic, selfish Hedda in the experience of witness and selfish sculpture of sadistic, selfish Hedda in the late of the same of the dealer witness as Judge Brack, who does throw the ropes, is sometimes convincing, but his over-slow delivery (probably the directors' fault) gives the impression that he's overplaying his sunyity. Fryne as the harassed Mrs. Evoled, who if less from her husband-sheriff, is thoroughly-plausible; she is one of the best in the supporting east. Leslie Bingham does the fussy, but kindly Aunt Julia with ease.

Chaneys zhoopen and the sale theme but becomes depressing after two pets.

DEADLINE

Los Angeles, 20.

Pilay in two parts III scenes, 20.

Pilay in two parts III scenes, 20.

Polay in two Robert Gillett

Alba Shafe

Al Tyle Dein ter.

Jos.

Mortha Krupman.

Reiman Jones

Everson Lewis

Raymord Wells

Ellise Herrick

Lucille Raner

Hiram Mean.

Sam Krissel

Er the: Cameron

Rabbi Waufatein

Jack Dyer

Dair Andrews

Derective Epox

Once again those madcap and colorful (so they say) cynics, news-papermen, are tossed upon the stage. Deadline, by Robert Pavne White and Cerald Burtnett, oddly enough newspapermen themselves, is the latest reflection on the exploited, but truly noble, characters of the fourth

truly noble, characters of the fourth estate.

Bill editor of a Sunday paper is is hailed as a new twist) continues, through 10 years of maried life, to play around. He also continues to be married and love his wife while philandering. Action is hung on this theme.

Libaywights have escaped from the high wing the have escaped from the libaywights have escaped from the moving picture of, newspaper life. By power and action of setting and approach of deadline, the pace is maintained. Chief fault of construction lies in an early climax. At the end of the first part when a daffy evangelist, enters the editorial room to blow up the staff, the action picks up and is sistained.

Characters are all caricatured

Radio Showmanship

(Continued from page 42)
School News. In each of the city's 44 high schools one or more reporters will be hired among the students at \$1 a week. Tyro snoopers are supposed to send in sports results, news of meetings, debates, etc., report accidents, and give into on such headline occurrences. as student strikes. Publicity for the schools is to be interwoven liberally.

Hal Janis, WMCA sports editor, to be charge of the stanza, with Emanuel Denby, high school lad, assisting as editor.

WSOC's irthday Stunt Charlotte, N. C. WSOC celebrated i third anniversary with a half-hour show especially designed for the occasion by Paul Norris. Included a damantization of a typical day at the station. This was a quick blending of all the theme songs on the station, local and national with just a word to accompany each.

In observance of the station's third anniversary the Mecklenburg Times, weekly newspaper, got out a 12-page anniversary supplement.

WTAM's Booklet

WTAM's Booklet
Cleveland.
WTAM's newest bit of sales campaigning is a booklet in black and
scarlet titled Johnny. Turn the
Crank, The Book of Wonders.
Frontisplece depicts the political
elephant and donkey in a boxing
dide and a cameraman taking shots
of the combat with a WTAM mike
in one corner.
Each booklet includes a postcard
(postage guaranteed) which will
bring a curious reader more WTAM
facts.

For Polish Listeners
Schenectady, N. Y.
As gesture to Polish-Americans
in this section, WCP broadcast Sunthe control of the Control of the Polish ambassador to the United
States, spoke before unveiling a
monument on the Saratoga Battlefield honoring the memory of Gen.
Thaddeus Kosciuszko. Monument is
the gift of Polish citizens of the Mohawk Valley and the Capital District.

Student Interest
San. Francisco.
Motorized billboard, with 24 sheets
on both sides and loudspeaker
equipment, is the newest wrinkle in
merchandising a program at KSFO.
Truck cruises around schools during recess periods and after schoolhours and also circles playgrounds,
calling attention to the Jack Armstong serial strive of the Jack Armaccording billboard is first of its kind
to be used by a local radiu station,
according to Phil Lasky, manager.
Program is also being plugged in
short trailer screened at the Paramount. F-WC house, exchange,
for free air time.

What the Women Want,

wast the women wast the Mayton. WillO gave the femmes here a chance to build their own household of leading women with the control of leading women with the studies to submit ideas on what they wanted. Pooled specifications included:

tailed recipes available by mail.

2. Money and time-saving hints.

3. Government homemaking ma-

- Free booklets on home info.
 Department for young mothers.
 D tinguished guester once-

weekly.
7. No recorded music.
8. Informal delivery and sional humor.

Brides Indianapolis, ianapolis, sends the

types. While the editor is humanly drawn and others fall within proba-bility, they might be better set off if surrounded by few more normal

surrounces. Specific and the surface of the surface of the show the frustration of living-dead newspapermen. Attempt, however, falls flat. Audience is inclined to look upon these scenes as com-

edy.
Thomas Browne Henry turns in ion on the exploited, but characters of the dourth characters of the fourth characters of the fo

young brides to school under the ferrule of Sue Short, five days weekly, Minday through Friday, 10:15-10:30 a.m. New twist, with wives of today and yesterday, contributing to the material used, and appearing on the broadcasts.

Sue Short came here with this show from Chicago.

Idea for Tire Co.
Greenville, S. C.
tint here by two WFBC
nouncers believed to be original,
program called "Diamond Driver"
aired for local tire store, Chief Announcer, Bill Bivens, takes part of
hitch-liker while Announcer Eber
Lineberger supposedly sits the
driver's seat of car
Much human sto discussion by two
or value and necessity of ridding on
you call the seat of car
of value and necessity of ridding on
you call the seat of car
dialog make program local dial-do.

dialog make program local dial-do.

WOBS: Safety Demonstration
Springfield, Ill.
Novel safety demonstration worked
out by WCBS here in cooperation
with state, city and Illinois State
Register, tarting at the studios, a
fast run was made to the fair
grounds under escort of motorcycle
cops. Next day the run was made
agai, but this time there were no
sirens and all ordinary traffic regulations were taken into account.
Only two minutes were saved by
the first day's fast dash. Moral:
drive safety.

Grive sately.

Some 5,000 kids in Norfolk, Va.

Some 5,000 kids in Norfolk area
are members of Aunt Jane's Safety
Club. sponsored over. WTAR. once
weekly by Birtcherd's Dairy, and
many of them will take part in the
100th program to be given Oct. 18.

Unique angle is that each kid gets
ice cream cone on birthday going to
Jahe vouches for the youngster,
knowing hundreds of them by sight,
thus 'making it hard for many kids
to get cone if not club member.

The Clock Unjinxed

The Clock Unjunced

Buffalo.

Buffalo.

Buffalo.

Timing his programs to finish on the button is one thing that never.

worries Ralph Hubbell. WBNY.

sports spieler. He has what is approximately a 15-minute shot night in the spieler. He has what is approximately a 15-minute shot night minutes when sports news separate of the spieler. He had not not not spieler in the spieler of the spieler of

The Color of the City Detroit.

The Golor of the City
Detroit.
Novel on-the-spot airings are being made an almost daily occurrence over WJR.
With Duncan Moore and John Eccles handling, recent 15-minute controls, where have been an affect from outfroom, where have great the control of the cont

American Academy of Dramatic Arts

Francis 188 by Frankly Surgest
THE first and foremost institution for Pransactic and
Expressional Training. The instruction furnishes the essential preparation for Directing
and Teaching as well as for
Acting.

Getales of all Courses from the Secretary Room 247, Carnegle Hall, N. Y.



CHILDREN BOARDED



Week After General Motors Broadcast Lotte Lehmann's Concert Tips \$2.500

Mai recital last week was Lotte Lehmann's on Saturday night (24) in Town Hall, N. Y., doing around \$2,500. Platform appearance came a week after her General Motors' broadcast from Carnegie Hall. Besides standee biz, extra seats were provided on the stage. Metropolitan Musical Bureau handled. Presented

Musical Bureau handled. Presented at a \$2.75 top.
On Sunday afternoon (25) John Charles Thomas was the first of a series of concert artists under Charles L. Wagner banner to appear at the same spot. He did near capacity at around \$2,000. A \$2.75 this program also.

top for this program also.

Two attractions at Carnegie (2,760 seats) got good houses. First appearance for Philadelphia orchestra with Fritz Kreisler as soloist on Tuesday (20) was a heavy draw. Same contingent comes back directly with Leopold Stokowski batoning. This date is expected to a sell-out. Philly group has appearances slated here this Pietro Von organist, played Wed-

ances slated here this
Pietro Yon, organist, played Wednesday (21) under Richard Copley
management. This was at \$1.10 top.
NBC Artists Service presented
Lettit Fairbanks at the Guild on
Sunday night, (25) but got a slim
house. Character sketches labeled
Wives of American Presidents included Martha Washington and
Mary Todd Li

St. Louis' \$8,000 Nest-Egg

: Louis, With \$8,000 in its coffers, representing advance sale of season tickets made during 10-day drive by 57th season en's committee. women's committee, 37th season of St. Louis Symphony Orchestra gets under way Friday (30) and Satur-day (31), with Vladimir Golschmann ing baton for sixth consecutive

wielding baton for sixth consecutive season.

New members of the ork are Os-sear G. Zimmerman of Philadelphia Symph Ork; Edward Murphy, Los Angeles Philharmonic Ork and Sam-uel Kraus from National Symph Ork in Washington,

Portland Promising

FORLAND FORMALING
POrtland, Ore, Oct. 27.
Ellison-White bureau reports an
Increase of nearly 200% in advance
reservations. for its concert series.
These total around 3,000, which is
close to capacity of the Civic Auditorium. That probably predicts the
biggest season in the burg's concert
history.

history.

Lineup from is agency includes
Don Cossack Chorus, Fritz Kreisler,
Roland Hayes, Nelson Eddy, Vienna
Choir Boys and Richard Crooks.

John Martin's Annual

John Martin, dance critic on the New York Times, airs over NBC on Oct. 29 from the Metropolitan Opera, N. Y., describing the Debasil Ballet Russe. Milton Cross will

handle announcing.

Martin does this yearly for the S.
Hurok office. Broadcast is at 8:30
p. m. EST.

Lucrezia Bori for Ford Lucrezi Bori sings on Ford hour over CBS on Nov. 8. Diva may con-certize later on with a few scattered dates.

Columbia Concerts handli

Unit Review

(Continued from page 51)
igh spot and he only does half the
act, leaving something to begar off
the band, with Dorothy Woolf, singing 'Until the Real Thing Comes
Along, 'which is a good band showoff, and then a modernistic bit by all
the gals. 'Bamboola.' terp bit
leaning to the nude side and featuring Mile. Lorraine, is a tepid affair,
which rated no hand.

Which rated hand.

Which has been dain.

Which has been hand.

Which has (Continued from page 51)

50 Cent Rental for Ear Aids at Town Hall, N. Y.

Town Hall, N. Y., has a flock of seats newly installed with special hearing equipment renting out at 50 cents a performance. The limited number located the orchestre

Political Education which also operates here rents out these sects on a seasonal basis at around \$5. These are a.m. lectures. Reservations are made at the b.o. per usual

Exploitation

(Continued from page 19)

(Continued from page 19)

was a metal sheet punched with holes not too closely set together; but covering the entire area. Back of this was an endless band of tracing cloth painted in black stripes about one inch wide and spaced inch and was large entired to the control of the light from the punched holes, giving a twinkling effect. Mostly a one-timer, but can be made a sort of trade mark.

Dressing up figures on a one sheet in cloth or paper garments is a good bet, but where cloth is used it should not be fastened too smoothly. Rumpling it up will give a more lifelike effect. A thick shellac is better than glue for this work, since it will dry quickly and stirt in the control of the con

Toy Matinees

Toy Matinees

Toy matinees to get gifts for poor children are due any time between now and a week before Christmas, but the earlier they are started the better the results, and in most istances the week after Thanksgiving is none too soon. It is generally secessary to furbish up the toys, and this takes time, so it is advisable to get the donations in early. The control of the c

trade.

In spots where it is possible, the toy mat-should be made co-operative, with all theatres holding their performances about the same time and turning into a common stock. Assures better press results.

Playing Safe

Playing Safe

Paramount, Newport, used a new bubble gun to launch a new serial. Playing safe, Harry Brown, Jr., gave them out as the children made their che package, and serial was The Great Air Mystery.

Brown used 'a kiss from Robert Taylor' gag for 'Private Number. Given to women only, through street distribution. Also used was a three-sheet board i the lobby carrying some of the numerous mag stories on Taylor. Promoted the mags on the argument the girls would see the stories and want copies of their own.

own.
Somewhat similar idea was used for advance on 'Missing Girls,' with headlines from the Boston papers on a couple of murder mysteries.

Paul Louis' Coast Trip

Paul Louis, handling pix and radio contracts for Columbia Concerts goes to the Coast agai, directly. He'll supervise the screen tests for the concert headli

Yeah-Man!

CONCERT

Cleveland, Oct. 27. Cleveland, Oct. 27.
Cleveland's supposed chilliness on applause received confirmation when a local music critic took the trouble to travel, with the Cleveland Orchestra to Oberlin, Ohio.
Duplicating a program previously given to lukewarm record in Cleveland the orchestra

spond in Cleveland the orchesreceived thunderous recep tion and demands for encores Music critic was convinced Cleveland is really 'tough

SAN FRANCISCO OPERA NEARS SELL-OUT

Regular subscription season is practically sold out for the 14th annual season the San Francisco opera Assn., ich opens here Friday. Oct. 30.

Bruna Castagna, Charlotte Boerner and Gina Vanna will be heard here for the first time. Among the men who ill make their first appearance in San Francisco Opera ar Charles Kullmann, Carlo Morell, Perry Askam and Norman Cordon. Those who will be heard again with the local company are Elisabeth Rethberg. Lotte Lehmamn, Kathryn Meisle, Dorothee Manski and Doris Doe, and among the men Glovanni Martinelli, Lauritz Melchiot, Lewrence Tibbett, Ezio Pinza, Hans Clemens, Friedrich Schozt, Louis D'Angelo and Alfredo Gandolfi.

Resi artists are Josephine

dolfi.

Resi artists are Josephine
Tummi ia, Olga Callahan, Bernice
Glando, Esther Green, Eva Gruni
ger, Jean Merrill, Mari Monte, Margaret O'Dea, John Howell, Gwyn
Jones, Oliver Jones, Roy Russell and

Jones, Only Adoses, and Adoses and Lawrence Sherrill.

Mozart's 'Marriage of Figaro' will be given for the first time by this company. Of the four Wagner operas scheduled three will be of the Ring' cycle. The season will open with Rethberg and Martinelli in 'La Nitter.'

Pansy for Europe

incinnati, Oct. 27.
Florence Mayo and Pansy the
Horse, closing a week's engagement
Wednesday (28) at the Hotel Gibson, Wednesday (28) at the Hotel Gibson, with Hethic Kay's band, are going abroad via Music Corp. of America Open at the Paramount, Paris, Nov. 19 for a fortnight and at the Grosvernor House, London, Dec. 5 for six weeks. Act will then move back to the Continent.

Kay's band concludes two weeks at the Gibson Nov.

Barbirolli Arrives

John Barbirolli, dark-horse ductor for the Philharmonic, N. , arrived Tuesday (27) for season which opens Nov. in Carnegie Hall.

which opens Nov. in Carnegie Hall. Arthur Judoson bureau handling. Conductor is 37 years old, one of the youngest to baton here, and comes from Scottish and Leeds Symphonies of Great Britain. Arthur Rodzinski, Igor Stravinsky, Georges Enesco and Carlos Chavez follow him at Carnegie.

Kreisler 99% Sellout

Baltimore,

Local concert season started last Thursday (22) with Fritz Kreisler session at the Lyric. At \$2.75 top, gross bettered \$4,100, the 2,700-seat house going clean with exception of scattered seats along ridge of balcony and few chairs in the boxes. Kreisler, who annually makes one appearance here, always approximates sellouts.

Roland Hayes in

Francisco.

oland Hayes will be heard in two-recitals the San Francisco. Bay area within the next fortinight. His first concert will be in Berkeley it the University of California gymna-sium for men Sunday afternoon, Nov. 22.

Hayes will appear at the War Me-morial Opera House in San Francis-co Thursday evening, Dec. 10.

For \$3.75 Ballet Fans Get Lunch, a Book, A Few Introductions and a Matinee

Town Hall Series Draws \$1,000 Better Than Last Yr.

Heavy advance for Town Hall Endowment series. Entire balcony and side orchestra seats sold out for \$5, \$10.50 and \$14. Remaining center orchestra price at \$17.50 and \$20. Figures are up \$1,000 over last

year.

Artists appear Jascha
Heifetz, Nov. 11; Don Cossacks, Nov.
30; Elisabeth Rethberg and zio
Pinza, Dec. 16; Marian Anderson,
Jan. 1gor. Stravinsky and Samuel
Dushkin, Jan. 27; Kirsten Flagstad,
Feb. Nimura and Lisan Kay, Feb.
17, and Myra Hess, March 10.
Hall seats 1,500. Individual tickets
go at \$3 top.

COMPOSER, NOT ARTIST,

GETS NEW FRIENDS PLUG

New Friends of Music, Inc., of which Ira A. Hirschmann, vice-president of Saks-Fitth Ave, is angel at Town Hall, N. is year is trying out something different in its advance campaign. Instead of plugging headline artists, the music they play seek for hilling.

play gets top billing. New series starts Nov. 8 for 16 New series starts Nov. 8 for 16 Sundays, presenting Beethoven and Brahms at 5:30 p.m. EST. Sixteen programs sell at \$15.40 top. So far the balcony is sold out, Varying scale for certain parts of the house such as \$8.25 and \$4.40 seats have also gone.

Agencies—Sponsors

(Continued from page 36)

home economics stanzas. Data is for a potential campaign skedded for the first of next year. Tissue account is one of the few of its category to at-tempt radio, and has had spot pro-grams during the past couple of years.

Plymeuth Moters will issue a transcription job soon. J. Stirling Getchell handles the account.

WSBB, Ealtmore, tonight (Wed.) starts thrice-weekly evening series of quarter-hour broadcasts for Consolidated Gas & Elec. Co, Maryland utility firm. Raymond Tompkins will prepare and spiel programs, tagged Light on the Subject.' Set for 28 Treach.

WGST. Atlanta, has loaned Dam Hornsby, its announcer-publicity man, to Oldsmobile. He will make the Southeastern zone swing with Olds. officials. and act as m. c. during the introduction of the new models at Charlotte, N. C.; Jacksonville, Fla., and Atlanta.

Andrew Cene Agency placing series of 26 spot announcements for New York's Plaza Hotel.

Charles . Caward quits as Radio Director of Moss-Chase, Buffalo, to form radio staff of Ralph H. Jones Company.

Lava so a p, through Blackett-Sample-Hummert, renewing one-minute announcement, 10-a-week for 10 weeks.

ith radio is increasing its an-nouncement schedule through H. W. Kastor, Chicago. Buying right down to 100-watters now.

ravymaster passing Through Samuel Croot, New

Raynolds (paints) Lagronds (panus) will use spot next year, probably in the form of five-minute shows. Campaign, however, won't be on tap until about March 15 when the paint season opens anew. J. Stirling Getchell. New York, currently making up lists. C. I loyd Williams is in charge.

Thomas Big in Cleveland

Cleveland, Oct. 27.

John Charles Thomas, radi and concert baritone, clicked as he opened popular-priced concert series in Cleveland's Public Hall last Sunday afternoon. Baritone drew close to 4000.

He offered everything from the clasics to 'Home on the Range.'

'An Afternoon with the Ballet' label of a stunt concocted for N. Y. balletomanes on Election Day, Nov. 3, by S. Hurok's office to boost his DeBasil Ballet Russe which opens Thursday (29) at the Metropolitan Opera, N. Y. \$3.75 there is a vodka luncheon in the foyer restaurant af the opera house; a talk by Irving Deakin of Warner Brothers' story department: a performance's

Irving Deskin of Warner Brothers' story department; a performance of three ballets the stage, then visit behind the wings. All get a chance to shake hands.
On top of this one Deski books, To the Ballet' will be tossed in. Leading dancers, Massine, Baronova, Touinanova, Riabouch nska, Danilova, Lichi and Shabelevsky are to preside at the noon-time repast.

'Scheherazade,' 'Swan Lake' and Beau Danube' have been se'ected for the matinee performance. Every-thing is by reservations. Cerald Goode is handling for Hurok.

GRETE STUECKGOLD TO CLEVELAND'S RESCUE

Cleveland.

Cleveland, 27.

Ulness of Marjoric Lawrence in Paris, scheduled for lead role of Elizabeth in Cleveland Orchestra's opening production of "Tannhauser," forced postponement of one day and finally Grete Stueckgold of Met. Opera was hurried ch-hit

Artur Rodzinski is raising curtain local opera season this coming iday and Saturday (30, 31) as mphony's conductor. Three other Friday and Saturday (30, 31) as symphony's conductor. Three others that artists to be guest soloists, Chase Baromeo, Richard Bonelli, Margaret Halstead, with Marie Simmelink and Edward Kane as chief socialitie-localities.

Boris Goldowsky handling chorus from Singers' Club; Mary Elizabeth Gleason directing ballet. Wagnerian piece being sung in German, with settings by Richard Rychteri Friday

Worcester's New Head

Worcester, Oct. 27.

Woreester, Oct. 27,
Rosa Fonselle inaugurated the
Woreester Civic Association's seventh season last week with concert
in Municipal Auditorium.
Others to appear during current season are: De Basil Ballet
Russe, Nov. 22, Don Cossacks, Dec,
II; Foldi Mildner, pianist, and Raya
Garbousova, 'cellist, Jan. 11; Lauritz,
Melchoir, Feb. 23; Nelson Eddy,
March'-9, and Boston Symphony,
April 14.

March 9, and Boston Symphony, April 14. Rev. Dr. Thomas S. Roy, presi-dent of the organization since its founding, was succeeded at the Pon-selle concert as head of the associa-tion by W. Karl Lations.

Fortune Gallo in Chi

Fortune Gallo, back from a vaca-tion in Cuba, has gone to Chicago for a brief period with the San Carlo troupe. He returns east next

week.
Impresario is mulling the idea of a Broadway it for thi season.

Julien Bryan Back

Julien Bryan, Mack
Julien Bryan, who has been making films in the Orient for March
of Time, arrived in New York Oct.
27 from France. He will begin a
coast-to-coast lecture tour out of
william Frankin's offise.
Opens at the Academy of Music,
Philadelphia, on Nov. 2. New York
appearance will be at Town Hall,
under the auspices of the League
for Political Education, on Dec. 5.

Martha Graham's N. Y. Dates.

Martha Grahem has two recitals ooked for the Guild Theatre, N. Y., n. Dec. 13. and 20.

Set through Frances Hawkins of-

Philharmonie's New Cellos New Acaes in personnel of Phil-harmonic, N. Y., include: Joseph Schuster, Corneli Van Vilet and Benjamin Schlossberg, all celle section. Season (95th) opens Thursday. Nov. 5, at Carnegie Hall.

Broadway

Claire Trever here. Mrs. Charlie Wilshin off to Califor ia. Frenk up and around on

Frink
critiches.
Irving Tirbman back in town from
Austral an ti lb.
Affic kievlick secretary to
Marc Conardy.
Arthur Husley recuperating from
breumonist stucks in operating
Martha Bornek in operating
Martha Bornek has joined the
George Wolfe Office.
Ellis citae decented Tom Cahill's
place with big cit's head.
Jimmy Dwyer celebrated his
birthday all of lest week.
Major Joseph Donovan in from
the Coast for a home town visit.
Six-day bike gind duted Noveen.
As a taken an apartment on the sat
side.
So Kuttin opening bis own. Kuttin opening his own with Joseph Nadel as asso-

agency, with cocepa-ciat.

Joseph Ryle handling p.a. chores on Elysee. Also for Beaux Arts ball in Dec.

It's open house for fellow comics in Ted Healy's four-room layout at

It's open the first of the firs

came in from Europe (Tuesday). 'Lew Lipton back to the Coast after arranging for a new Broadway play production. Short may design an auto

production. Hassard Short may design an auto show exhibit Detroit, something new for him.

snow exhibit Detroit, something new for him.

Daniel R. Maue has joined the public relations staff of the N. Y. World's Fair.

Jack Arinold, 'American singer, at Scheherazade, Paris, held over of the control of the c

doubtful.

Leonard Gaynors are moving into town shortly from their New Jersey farm, but not before Gaynor has hunted out some of the pheasants, woodchucks and rabbits that's feeding on his blace.

woodchucks and rabbits that's feeding on his mlace.
Patricia Whitney, chorine with Nils
Grarihund (N.T.G.), has filed annulment proceedings in N. Y. avainst
hubby Lee Mortimer, on staff of Sunday Mirror. They married and separated the same avention.
Bud Lesser, post-cradit
Bud Lesser, post-cradit
Bud Lesser, which was a superior staff of the
Bud Lesser, which was a superior staff of the
Bud Lesser, with the superior staff of the
Bud Lesser, with come east for the Xmaslesser, with come east for the Xmas-

CHATTER

New Year's holidays rather than spend them in Hollywood this year. Jack Robbins will alternate his N. Y. headquarters at either Feist or Robbins on each eastern trip. Currently esconced at Feist's, of which he's also the head. Next time he'll headquarter at the firm bearing his name.

Faul Schwegler picked up Tay Garnett's 'yacht, the Athene, in Miami, and thence to the Coast with it, after its round-the-world trip. The Garnetts docked in London and came over quick for his 20th Century deal.

The Garnetts docace came over quick for his 20th came over quick for how long he has been out of a job and estimates it is either eight, seven or nine years. Thinks that's funny. He used to be stage manager of E. Ray Goetz'

shows.

After five years as the Hollywood restaurant p.a., Mack Millar and the management iffed on expenses in connection with the Ziegfeld Girls he flew back from the Coast. As result, Dorothy Gulman, Harry Richman protegee, is now p.a. ing in Millar's spot,

Sydney

By Eric

oxing biz just about on the bust Police are forcing raphers off the streets. photog

Charles Munro is still planning new theatre spots in the nabes. John Kennebeck getting ready to open the Paramount convention next

month:

Stuart F Doyle has taken up yachting again. Mrs. Doyle has had enough of the sea for a while, however.

Anthony Adverse (WB) was screened for the delegates attending the Warner convention during the

screened for the delegates attending, the Warner convention during the week.

Great Barrier Prods, rushing processing on White Death to have pic topen in Sydney at the earliest possible date.

Work is going ahead nicely on the Rangle River troupe for Col.

Mork is going ahead nicely on the Rangle River troupe for Col.

Rational in Sydney. Pic should be finished in two weeks.

In the process of the Rangle River troupe for Col.

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Rangle River troupe for Col.

Rangle River troupe for Col.

Rational in Sydney. Pic should be finished in two. weeks.

In the process of the River Ri

Chicago

Rod Wagner around for couple of days.

Lou Levan, of the Wichita Press, stopped of the visible property of the Wichita Press, stopped of the visible property of the wind of t

heading rival tickets in the Balabande Katz Employees Club, election
campaign.
Edwin Baird has sold the picture
rights to his story.
Grand
Bounce, which appeared in Liberty
a few weeks ago.
Aaron J. Jones. Sr., and his wife
will mass up Florida this winter for
California, where they will spend
a no clebration of its first anniversary, the Grand Vista Court and
Gardens of the House of David has
been enlarged to hold 500 guests.
Four key music men were in town
last week for general 0.0. of their
respective organizations. They were
Rocco Vocco. Joe Santy, Les Santy
and Larry Spier.
In the Warner Bros, beauty chorus cross-country flight stunt for
Gold Dierer's ide. Sym Clark will
rich with the plane. Lee Flymborg
will be 4th hours ahead and Hal Olver
will be two weeks in advance.

Berlin

Lew Ayers here.

Arthur Loew expected.

J. Lesile Kincaid over from N. Y.
Erika Thimey here from Chicago
for terp date.

Nineteen circuses still travelling
in the Fatherland.

Critics to legit houses.

Albert Spadding (from N. Y.)
concerting at the Bachsaal.

Hamburger. Dom, Northern Germany's largest carnival, opens Nov.

14.

many's targest community

14.

"Captain January" (20th Fox)
premiered at the Ufa, Kurfuersten-

premiered at the Ula, Kutherstein-damm.

"Maedchempensionat" (Girle' Dormitory (Bayaria) current in 25 to 10 to 10

Anown mery, canaged us same we contain the containt the containt

bidder.
Royal Hungarian Opera company,
Budapest, giving performances at
Bayreuth during the Franz Liszt
Memorial Week, Oct. 19 to 25, its first

Memorial Week, Oct. 18 to 25, 18 mst.
visit there.

Another vaudeville film following
Truxa' (Tobis) now in the making
is 'Regenbogen' (Rainbows') (Tobis-Rota) from play of the same
name directed by Joseph von Bolyx,

name directed by Joseph von Hokys,

Broadway Melody (1936) (MG)
can boast another record here after
having had the longest first run
(Marmorhaus, 17 weeks). It's now in
its third month of second-run at the
Fata Morgana.

London

New Bergner show active re-hearsal.
Flotsam and Jetsam will do a film for British Lion.
Fred Bernhard very active, spite getting over a bout of flu.
Herschel Henlere cited for divorce and case in undefended list. Decree granted.
Theatre Guild has cabled Başil Rathbone an offer to co-star him with Katharine Hepburn in Jane Eyre.

with Katharine Hepburn in Jane Eyre.

Thight of Jan 16' folding at the Phoenix, which goes back into commission as a motion picture tradeshow house.

Beatrix Thomson seeing Jane Byre' at the Queen's theatre from the gallery, so as, to get average auditorial to the property of the prope

terion restaurant, Oct 25, to celevate his 50 years on the stage.
Rodney Ackland has re-written his former unsuccessful play, Birthday, and is presenting it at the Embassy retitled Plot Twenty-One.
Premiere fixed at Leicester Square fleatire for Oct: 27 for The Three Maxims, Herbert, Wilcox film featuring Anna Neagle, Tulio Carminati, and Leslie Banks.
Owing to demand for seats for The Country Wife', at the Old Vic, Monday night performances are being restored. For some time past this house has remained dark for this night in the week.
'All-In Marriage,' comedy Aurania Rouverol and Emile ittler. All-In Marriage,' comedy at the Comedy theatre, Oct. 28. Show was tried out provincially under title When Love Skids.'

When Love Skids.

Quebec

C. H. Caplan from Ottawa in town.
Lzy Allen to Toronto for a week,
R. Chevalier in from Shawingan Falls.
J. looking the shows.
Imperial second-run Nov. 6.
E. caumont Levis, calling on exchances.
J. Forth from St. Hyacinthe here on a visit.
John Roserberg named assistant the start of Palaceman at Carnegie Tech drama school.

theatre, with Mackay as chief of service.

A. Bey from Thetford Mines passing through.

O. Thuch from St. John's in on a week-end trip.
Ossie Williams orch to Chateau Laurier, Ottawa,
Joe de Courciant,
a State of the Courciant of the Courciant,
a State of the Courciant of the Courciant of the Courciant of the State of the Courciant of the Seventh nabe house in he Chair former manager of the Capitol, Winniper.

Dick Grey and Continentals to end season at Meridian hotel, Lake Champlain, and return here.

Ken Finlay with wife, Dorothy Woods Finlay, teaming with Harold Moon to produce a road show of 12 girls with an '11-jeice or cent, 'will open at a Montreal theatre, Dec 1, and then make at ten-week tour.

Des Moines R. W. Moorhead

R. W. Moorhead

H. P. Wolfberg seriously ill in
St. Louis.
Burlesk spending the weekends at
the President theatre.
Karen Morley visited her former
home town, Ottumwa, Iowa,
G. Ralph Branton lists the 10 pictures doing the most business at the
A. H. Blank theatres over the pastyear, not necessarily in the order
named, as 'Rhythm on the Range',
Rose Marie', Poor Little Rich Girl,
San Francisco', 'Call 'of the Wild',
Trail of the Lonesome Pine', Broadway Melody of 1936', 'Bl Old Kentucky' and
Magnificent Obsession.'

New Haven

By Harold M.

Boyd Smith back from Maine. Shubert (legit) biz 50% above last

Shubert (1981) pieces year,
Bee Lilli in for Red,
Hot and Blue,
Green Waters, due tryout at
Shubert (30-41).
Yale Drama Dept's current enrollment (150) a record.
Football weekends bringi the
usual theatrical celeb.
Stars Set will be Yale Drama
School's first major production
(Nov. 9).

They gave Monk Maloney a testi-monial dinner on leaving for Worrester

Pittsburgh By Hal Cohen

George Harrison at home after appendix op, Rosy Rowswell added a 90-pound St. Bernard pup to the household. Jerry Mayhall distributing most of his pipe collection among friends. Kath Cornell's Wingless Victory' booked into Nixon for week of Nov. 30.

Joe Schnitzer on from Coast to pend a short time with relatives spend a short time with relatives here.

Art Farrar opening new roadhouse, Cocoanut Grove, four miles out of

Tom Richards back after 15 years on Coast and ballyhooing Roosevelt

on Coast and hotel. Pitt-Notre Dame game gave niteries their bi week end of

season.
Variety Club making 'King for a
Day' luncheons monthly instead of

Variety Club making 'King for a Day' luncheons monthly instead of weekly. Charles Emerson Cook around tell-ing the natives about 'Lady Precious Stream.' Joe Feldman has peddled his fact short story. Man About Town.' to

short such.

Esquire.

Harold Lund back on the job after
two months in Europe with his boss,

Hollywood

Pat O'Brien entertained ents from Milwaukee.

Anghin McClellan, 'U legalite, in charge of all contracts, in charge of all contracts, in the Avenue' at 20th Fox.

Lou Anger off to N. Y. on United Artists theatre operation details. Hal Roach planed out for Manhattan to spend several weeks on biz. Clarence Brown sauntered into a camera at Metro and anipped an ear. Dorothy Poynton Hill, Olympic swimmer, goes on a 10-week tour of keys.

keys.

John Beach, socialite-bronc buster, given part in Harry Sherman's 'Trail Dust.'

Al Melnick, New York agent, in rom N, Y, to visit his wife, Helen John Boles spotting his 16-year-old protegee, Dorothy Bridges, in his pictures,

pictures.
Shirley Temple, confined home with cold, stalled 'Stowaway' at 20th-Fox.
The Earl of Warwick has changed his name to Michael Brooks for Marto niv. his name to Michael Brooke for Metro pix. Caroline Kirwin, fashion ed of the Baltimore News and Post, here for

Caroline Kriwin, fashion de Of the Editioner News and Post, here for interviews.

Gregg, Toland, who will lense Goldwan's Dead End, east to look of the Comment of the Comment of the Hollywood hosp.

Wesley Ruggles made screen test of Mercedes Achsta, Oriental theatre usherette, in Chi.

Maury Foladare has established Coast headquarters for the George V. Lottman agency.

Lionel Stander won \$50 for titling Help Wanted Female, at Col and spent it on a set party.

Chico Marx is recuping from flu

Cosa neadquarters for the George
V. Lottman agency.
V. Lottman agency.
V. Lottman agency.
The control Stander won \$50 for titling.
Held of the control of th

anniversary of Al Green's film careen's learny of the film of the fil

Cleveland

By Glenn C.

George Snyder
Schulman at Hickory.
NT.G. doing the niteries after own
session at Mayfair Casino.
Morris Gest in Hanna lobby every
night during 'Lady Preclous Stream.'
Col. Harry Long asks every band
to play "Ramona," his fave sobsong.

to play "Ramona," his fave sous-song.

The state of Press, cover-ing New York shows and cocktail joints.

Frank Hines, with his Expo Ma-rine theatre closed until next sum-mer, has gone into hidi

Football

By DICK FISHELL

The half-way mark has been passed, and as we settle down for the home stretch there are so many things that are obviously true that we might mention.

Minnesota's undeniable consistency in beating down opponents to win games. "Holy Cross' playing with 12 men. "Dame Fortune having no little to do with her pulling one of the unbeaten.. Fordham's stone wall defense can be rated with the best in the land and Syracuse's poorest season in 20 years.

With the avid plea, "Don't Bet on Football Games," here we go again!

ittsburgh-Fordham

Defensively, there's none better than Jim Crowley's Rams. The highly touted Gaels were set back highly touted Gaels were set back with an average of minus yards for their total by the fast-charging Maroon ii The Fordhamites are vicious in their defensive tactics, but offensively there's little cohesion. The Panthers, by defeati Ohio. State without resorting aerial maneuvers, and by swamping Notre Dame, have proven themselves to be one of the best powerhouses in the land. Led by 18-year-old Marshall Goldberg and Bob La Rue, Pittsburgh's scoring the day should exceed the Rams, if there is any scoring done at all.

Northwestern-Minnesota

Here's one of the best two games.

There, as we pointed out in the previous column, is a question of midwestern manpower versus eastern football. Two elevens from the Atlantic Seaboard, with the material fairly well matched. The smarter and more experienced Columbia boys will outfox Ithaca's Sophomores and make their coach's wife a very happy woman.

Pennsylvania—Navy

Pennsylvania—Navy
After three years, Penn seems to
have just about come into its own,
Princeton served as the awakening
and Brown helped to make the Red
and Blue cognizant of its own power.
Navy is strong and gains plenty of
yardage, but the trouble is Navy
gains it between the two 20-yard
lines and they never pay off that
area. Bill Curlish, the Quaker fullback, is the best backer-up in the
business. He'll stop the Middy,
dreadnaught and Penn marches on.

io State-Notre Dame

io State—Notre Dame
The worst drubbing in years was administered to the Ramblers last week. They just don't seem to have it. The Buckeyes probably aren't all they were cracked up to be in September, but there's enough talent and clever manipulating to make Notre Dame buckle once agai

Carnegie Tech-Purdue

ny scoring done at all. Northwestern-Minnesota Here's one of the best two games the country. The Gophers seem at outset of the season, out of

Probable Football Winners and Proper Odds

October 31

By Dick Fishell

(Inter-City Network Sports Commentator)

	GAMES	WINNERS	ODDS
	Fordham/Pittsburgh Minnesota-Northwestern Army-Colgate Yale-Dartmouth Columbia-Cornell Navy-Pennsylvania	Pittsburgh	. 8/5
	Minnesota-Northwestern	Minnesota	2/1
	Army-Colgate	Army	. 8/5
	Yale-Dartmouth	Dartmouth	/6
	Columbia-Cornell	.Columbia	6/5
	Navy-Pennsylvania	Pennsylvania	7/5
ķ	Notre Dame-Ohio State	Ohio State	7/5
١	Princeton-Harvard		14/1
ŀ	California-Washington State	California	5/6
	Carnegie Tech-Purdue		8/5
ŀ	Illinois-Michigan	Michigan	ven
ŀ	Holy Cross-Temple	Temple	5/3
ı	Holy Cross-Temple	Indiana	/5
ŀ	Stanford-UCLA	UCLA	/5
ŀ	LSU-Vanderbilt	LSU	. 2/1
ı	Kentucky-Alabama	Alabama	7/5
l		on fair weather)	
ı	Copyri , 1936,	by Variety,	

to be impregnable; they mow down one foe after another. Bernie Bierman is undoubtedly in a class by inself and succeeds to the spot held by the Immortal Knute as the outstanding mentor is decade. There's only one team in this entire nation that has the remotest possibility of handing Minnesota a setback and that happens to be the wildcats of Northwestern. Waldorf, coach at Evanston, has come up very fast. He's got material and his team is reputed to be the best blocking outtin on the grid map. The Gophers, if not fat with luxury, should continue to roll along and sweep the Cats from their door.

Dartmouth—

respect to the memory of their teammatcs who were killed in an accimate who were killed in an accimate, which we were killed in an accimate, which were killed in an accimate, then, they would not lose a game all, year. They will bound back to show Carnegie Tech under.

Michigan—Illinols

The Sophomores of Ann Arbor are on their way. It took them just about a month to get up the steam and Columbia was the stepping stone. Harry Kipke and Bob Zuppke, have will be Kipke.

Temple—Hely

Undefeated—untied—and unpaid—is the cry at Worcester, Mass, the place that the Crusaders call home.

Dartmouth-

Dartmouthhad a breather against Rutand kept their wing streak intact with victories over Cornell, Penn and Navy. The Big Blue teamshould be rated a favorite over the defeated Hanover Indians, But Yale's reserve material is nil. They lost the best blocker and kicker on the squad in Dave Colwell, via the appendicitis route. Dartmouth outplayed Holy Crors, despite their loss. It's our thought that Earl ik's team will wear down New Haven team to wi

Army-Colgate

Army-Colgate
The Cadets' only test so far has been their triumph over the Columbia Lions, while the Red Raiders appear to be weak up in front. Army's hard-driving forward wall should spill the Colgate backs before they gai momentum. And what's more, this game is being played on the plains of West Point. 'Nuf said for the Army.

Temple—Holy
Undefcated—untied—and unpaid—
is the cry at Worcester, Mass., the
place that the Crusaders call home.
They just elted out several of these
victories with the rabbit's foot playing a prominent part. Pop Warner's
system at Temple has given the
Cwls a fairly good record. Their
only loss was to Carnegie Tech and
they'll take the Crusaders out of the
immortal class this week.

Kentucky-Alabama

Kentucky football has been over-rated since Shipwreck Kelly went into pro business. The Crimson Tide will be slight favorite and the slight margin should gai victory.

LSU-Vanderbilt

LSU—Vanderbit
Louisiana State continues to show surprising strength in every department of the game. All that Ray Morrison has in Vanderbitt is a pass and a prayer. The pass is all right but it seems as if his athletes are not religious enough. Louisiana is the dark horse for the Rose Bowl.

blains of West Point. 'Nuf said for the Army.

Columbia-Cornell

Mrs. Lou Little feels terrible about her husband's loss Michigan. game. Wins over California and her husband's loss Michigan.

Oregon State make UCLA the choice

Princeton-Harvard

Another Big 3 game that mustn't be omitted. Harvard has nothing and Frinceton has shown a lack of a punch. But the Tigers will prance all over Harvard Stadium to annihilate the Harlow team.

California-Washington State

California—Washington State
Here's one that's fairly even on
paper and Washington State by virtue—victories over Oregon and
Stanford is the logical favorite. But
who ever heard of a football expert
being logical, and so we'll pick Cali-

Indiana-lowa

Iowa still has Ozzie Simmons, but Simmons is no longer the phantom he was of the turf, a year ago. Beau McMillen convinced his moleskiners that they have something and they're starting to believe him. Indiana will grab this one by at least

BEEFSTEAK CHARLIE TO PROTECT THE NAME

Charlie Chesser, the ori inal Beef-steak Charlie, out to protect his title, instituted suit in N. Y. Supreme Court Monday (26) to restrain the New Beefsteak Charlie's Bar & Grill. New Beetsteak Charlie's Bar & Grill, Inc., from using that name. David Kantor, secretary and manager of the corporation, is also named defendant. Chessar seeks an order for an accounting of profits made by the defendants since the opening of their place at 216 West 50th street, the scene of the original Charlie's 18 years ago. Argument on the motion will be heard Monday (2).

tion will be heard Monday (2).

To back up his claim to exclusive right to the title of Beetsleak Charlie! Chessar, through his attorney, Theodore U. Delson, submits affidavits by John Chapman, columnist of the News, Charles Freeman, concert and radio manager of the New York Philharmonic orchestra, Lady Wilkins and others. Each declare they had been 'misled' when passing the defendant's place. Into believing it was the inal Charlie's.

In his complaint, Chessar explains

Chartie's.

In his complaint, Chessar explains he opened his first place at the 50th street address in 1918. He threw a party for newspapermen and Broadway notables of the day, As a result the papers the following morning ran stories of the affair, calling his place 'Beefsteak Charlie's'. The name stuck and his rep was made, the expanded until a few years later he bad a half dozen places running in Manhattan. in Manhattan.

in Manhattan.

When depression came, Charlie lost a fortune in the market. His places closed and for several years he worked as a manager of various places. Finally he got enough to open a place at Third avenue and 41st street. He now wants to restablish himself on the West Si under his original name.

Kantor said last night his connections.

Mantor said last night his corpor-ation had bought the name from Chessar last January. The corp. controls a chain of similar places un-der the 'Charlie' title.

Odd Fellows Odd

Classing hotel and restaurant pro-prietors who sell beer or liquor for consumption the premises with saloon keepers and bartenders, In-dependent Order of Odd Fellows in Michigan last week barred them from membership in locge.

from membership in lodge.

Saying there are 68,000 members i state, Andrew J. Brodie, Detroit undertaker who was elected Grand Master, declared, however, that it was impossible estimate how many of these will be affected by new ruling. Lodge also went on record asking for stricter enforcement state liquor law, which vould eliminate dancing from beergardens.

BIRTHS

Mr. Mrs. Charles Einfeld, daughter, New York, Oct. 20. Father is advertising chief of War-

Mr. and Mrs. Benny Cohan, Oct. 20, in Los Angeles. Father is cameraman with Principal Pictures. Mr. and Mrs. Henry Spitzer, son, Oct. 24, in N. Y., their first. Father is head of Chappell's, music pub-lisher; mother is former Madge Smiley, musical comedy.

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. Vaniery takes no credit for these news items; each has been rewritten from a daily paper.

East

'Able's Irish Rose' in drydock. Will push off again after recasting some of the small assignments. Will be kept out on the road until ready for B'way revival.

Met announces it will do Dr. Dam-rosch's 'Man Without a Country' some time during the spring, but can't say just when,

can't say just when.
Stravinsky to write a new dance
for the American Ballet. May be
ready for spring performance.
Effort, on foot to make Musicians
Emergency Fund a permanent set-

Emergency runs a pro-less Howard reported to Boston police last week that Mrs. Howard had been robbed of \$14,000 worth of jewelry, evidently by a hotel thick. Elaine Barrie in the Petrified For-est' company at Brighton Beach theatre. Practise for her film con-trant.

Paul Whiteman to direct a concert at the N. Y. Hipp Dec. 1, with the Phila. orch. Joint benefit for the band and Whiteman's Hall of Ameri-can Music.

can Music.
Mario Chamlee, of the Met, put up \$15.80 on a speeding charge in Altoona last week. Told the cops he didn't know he was in the city limits. Ruth Miller, also of the Met, with him in the car.

him in the car.

Amelia Stillings Heymann, former chorus girl, asking \$50 a week and counsel fees in her: suit for alimony and divorce from Paul Heymann, son of a whisky king. Says he's a brute, though she tops him by about 40 pounds. Decision reserved.

Columbia The atre Associates formed at that university to conduct a theatre laboratory.

Theatre Guild has a (Continued on page 63)

MARRIAGES

Gwendolyn Watt to Ray Jones at Phoenix, Ariz., Oct. 15. Jones is Los Angeles Newspaperman-publicist. Virginia Nissen to Vincent Ma-honey in Los Angeles Oct. 22. Bride

honey in Los Angeles Oct. 22. Bride formerly worked in the Paramount studio casting office, and Mahoney did newspaper stints on L. A. sheets. Martha Townsend to Lee Bastajian: at San Francisco Oct. 22. Both are connected with the sports department of the L. A. Illustrated News.

Dorothy Marguerite Hill to Frank Tashli at Westwood, Cal., 24. Groom is Tish-Tash, the comic strip artist and director for Leon's Schle-singer's cartoons, and bride is a radi

singer, Cecilia Hermsen, non-pro, to Le-land Mischnick, manager of the Kiva, Lincoln, Neb., Oct. 19,

Lincoln.
Phyllis Rosenberg, daughter
Mike Rosenberg, president of Principal Theatres, L. A., to Lester
Blumberg, in Metro studio's advertising department, Oct. 23, Las Vegas,
Nev

tising department, Oct. 23, Las vegas, Nev.
Hilda Bookheim, non-pro, to Joe Leffkowitz, manager of Proctors Troy, N.Y., Oct. 18, in New York: Virginia Desmond to Eddie Garvi cameraman, Oct. 25, in Yuma, Ari

New York Theatres



PARAMOUNT SQUARE

"The Big Broadcast of 1937"

BARNO MUSIC HALL "A WOMAN REBELS" with KATHERI HEPBURN

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"EAST MEETS WEST"

ROXY With ALL 25° TO SEATS 25° I F.M. On the Stage:—Ted Allen, Mabel Todd. Tony Romano, Morey Amsterdym.

"LADIES IN LOVE ARTISTS RIVOLI BWAY ...



AT E 49th STORET GARY COOPER
"GENERAL DIED
AT DAWN"

Stage—TOMMY DORSEY
Orch—LEE WILEY



An M-G-M Picture

An M. G. M. Pjeture
11TH WEEK, School St. M. St. M.



Bands and Orchestras

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(Continued from page 52)	Reardon, B'way, N,
McDonald, Brass Rall, N. McEnelly, & Sylvan St., Spring-	Red Bway,
field, Moss. Mcturinne, Chateau Moderne,	Redman, Don. CRA, RCA Bldg.
W.Chana	Reese, Gardner, 1619 Broadway,
land, O.	Reisman, Leo, Consolidated Radi
land, O. McGrew, Bob, La Saile, H., Chicago, McIntyre, James, Chatcau Laurier, tawa,	Reichman, , Mayfair, C., Clev Reisman, Leo, Consolidated Radi 30 Rockefeller Plaza, N. Y. C. Reiyea, 'Buddy,' New China
McNenzie-Condon, Yacht Club, Y. McNenzie-Condon, Yacht Club, Y. McNenz, L. S., 1221 E. 33d St., L. A.	N. 1/
	Renard, Jacques, Rendleman, Dunk,
Mella, Wm., Idgefield	
Meallowbrook Boys, Vorsailles , N. Y. C	Rennie, Guy, Esquire C., Reser, Harry, CRA, RCA Bldg., Reynolds, Lou, 600 Central A meda. CEL
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Mesals, Pete, Washington, D. C. Messingale, Bert, Januation C., r-Jeans, Jul.	Rhythm, 4, Club Side Inn, Whe Ricardel, Joe, Jim Kelly's, N.
ton, D. C. Messingale, Bert, lantation C., r-	Ricardo, Don, 812 Lincoln Ave
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Meyer, Harry, Meyer, M. R.,	Richardson, N.Y. C.
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phia. Mayer, Jack, Club New Yorker.	Pluza, N. Y. C.
Meyerinch, Herb, States Hofbrau,	Rivaidos. Tony, burg. Va.
phia. Mayer, Jack. Club New Yorker. Meyerinch, Herb, Slates Hofbrau. Meyers, Al., 6200 Girard Ave., Phila. Meyers, Vic, City, Hall, Seattle, Wash. Middleman, Herman, Nixon Cafe, Plifs- burgh, Pa.	burg, Va. Rizzo Vincent, Roach, Tommy,
burgh, Pa., Rostwood, Park, Detroit.	N. J. Roanes
Miles, Dusty, The Roof, Kenosha, Wis.	Mass.
Millar, Bob, MCA, L. A.	Roberts, Lucky, Bustanoby's R.,
Burch, Pa. Milan, Bert, Eastwood Park, Detroit, Milan, Bert, Eastwood Park, Detroit, Milan, Dusty, The Roof, Kenocha, Wis. Milupland, H. I., KGA, Spokane. Miller, Gladys, KOMO, Seattle. Miller, N., 121 Williams St., Blass.	Robinson, Johnny, MCA, Dallas,
Miller Walter Briarell riars	Mass. Robbins, Sum. ROC. N. C. Roberts, Lucky. Bustanoby's R., Roberts, Miles, 8 Sheldon SL. Pr. Robinson, Johnny. MCA, Dallas, Rodrigo, Nano, Rainbow Room. Rodriquez, Jose, Montparnasse. R. Rogers, Mack, Gunter Cave C., tone.
ellff Manor, N. Y. Millinder, Lucky, 799 7th N. Y. C.	tone.
	Rogers. Roley, Leon, Roland, Will; Rollins, Tod, view, N. J. Romanelli.
Milne, Del. 870 E. Washington St., Port-	Rollins, Tod,
	Romanelli.
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Mollen, Carlos, Tantilla Gardens, Mollen, Carlos, Tantilla Gardens, Mollen, Carlos, Tantilla Gardens, Molney, Gocoanut	N. Y. C. Rossman, Harold, Bagdad C., M. Roth, Al. KNOX, St. Louis, M. Roth, Andrews, 198, Club, N. Y. Roth, Eddle, Club, Alabam, Chie Royal, Ted. CBS, N. Y. C. Rubini, Jan, Mills, 790 7th Ave., Rubi, Warney, (chigan Teel/, lon, Mich.)
mond, Va.	Roth, Al. KNOX, St. Louis, M. Roth-Andrews, '18' Club, N. Y.
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Sanders, Joe, Blackhowk C., Chl. Sanderson, Bob. Peter Cooper R. 130 E.	Waldman, Herman, MCA, Chl. Waller, Fats, Phil Ponce, 17
Sannella, Andy, CRA, RCA Bldg., N.Y.C. Sannella, P. 215 Ridgewood Ave. B.klyn.	Wagner, Sol, Via Lago C., Chi. Waidunu, Herman, McA, Chi. Waller, Fufe, Phil Ponce, 17 St., N. Y. C., McA, Li, A. Walsh, Jaranev, Comar's Dome, L. Wardlaw, Jack, Jefferson, H., Collus St.
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Tex. Schaeffer, Nick. NRC. N.Y.C. Schall, Sandy, Steeplechase, Concy Island. N.Y. Schall, C. W. 624 Physics, Puffelo.	Watkins, Ralph, Marden's Riviera, wood-N. J.
Schara, C. F., 624 B'way, Buffalo.	Wardin, Yack, Jellerson, H., Collis, Warline, Fred, WMCA Blife, Warnow, Mark, CRS, N. Y. C. Warren, Arbur, Hwood, R. N. Warren, Arbur, Hwood, R. N. Wattin, Sammur, Cleveland, O. Wattin, Sammur, Cleveland, O. Wattin, Sammur, Showboat, N. Wattin, Lenny, Dickle Wells, C. N. Y. Wattiers, Loui, 1907 194th Av. Galda Weby, Chick, Rock, N. Y. C. Wenyer, Eddle, Taft, B. Gon.
N. T. Schara, C. F., 621 B'way, Buffalo, Scherbany, George, Bljou C., N. Y. Schillinger, Willard, Tennis Club, Bulck Hills, Pa.	Watters, Lou, 1907 104th Av Oakla Worth Chick BOC, N. Y. C.
Schubert. 34 Arthur St	Webb, Wylle, Pirrone's, L. Wenver, Eddle, Taft . He
Mass, Schuyler,	Conn. Weeks, Anson, MCA, Chl. Weems, Teff. MCA, Chl.
	Weldner, Art. 44 Waynon St., Welkly, Wille, Vogt's Tayern,
Reolt. lyn, N. Seogins. Scolt: Scolts	home, Pa. Wein, Walt, vilet N. V.
Scotty's	Weaver, Eddle, Tatt. Weaver, Eddle, Tatt. Wellow, Annon, MCA, Chi. Weems, Ted. MCA, Chi. Wellow, Art. 44 Wawnan St., Wellow, Art. 44 Wawnan St., Wellow, Wille, Wellow, Wille, Wellow, Co., Wellow, Co., Wellow, Co., Wellow, Co., Weston, Don. Richmond H. N. Weston, Don. Gli. Weston, Don. Gli. Weston, Co., Weston, Co., Weston, Co., Weston, Jost, G., Weston, Jost, Store C.
N.J. Serlopy and His Pala, Town Casino, N. Senter, Jack, Club Bagdad, Minnella, Senter, A., Permount, Studio, Hollywood, Severl, Glin, KEAC, L.A. Shahiro, Sermbono, G. Style, Hell-Man- Nick, 141 With Ave. N. Y. C. Shaw, Russell, co. H. Moon, 4150 Si Catherine St. W. Montre, Sina, Fadd, Shubert Theatra	N. Y. Wesley, Jos., 317-12th Ave., Milwauk
Setaro, A., Paramount Studio, Hollywood, Severi, Gino, KFAC, L. A.	Weston, Don, Richmond II., N
Shapiro's Symphony of Style, Helt-Man- Nick, 141 With Ave., N. Y. C.	Wetter, Jos., 617 crar
Shaw, Art, Rockwell-O'Keefe, RK ldg	Wetter, Jos., 617 Pa. Wheaton, Jack, Atlantic City, N., White, Jack, All Stars C., White, Jack, All Stars C., Whiteden, Joy, Baker H., Dallas, Tew Whiteden, Joy, Baker H., Dallas, Tew Whiter, Feerett, New Hardrofd, Wilstins, Jack, Crystal G., Phila.
Catherine St., W., Montreal, Shays, Budd, Shubert Theatre	Whidden, Ed., 125 Dikeman . H'i Whidden, Jay, Baker H., Dallas, Te
	Whiteman, Paul, CRA, RCA B. N. Y. C. Whitvre, Everett, New Hariford, Wisgins, Jack, Crystal C., Phila. Ilkinson, Raul, Dupont Ellimore Wilminston, Del. Williams, George, Little Hotbrau, Car
Shepard, Chas., KFI, A.	Wingins, Jack, Crystal C., Phila, 'llkinson, Raul, Dupont, Biltinore
Joseph, Mich.	Wilmington, Del. Williams, George, Little Hofbrau, Car
Simmonds, South Bend, Int. Minimons, Lonnie, Tillle's R., Simons, Seymour, MOA Chi, A., Simons, Froy, Alvor of Juba, Cloveland, O., Singer, Troy, Alvor of Juba, Cloveland, O., Singer, Troy, Alvor of Juba, Cloveland, O., Singer, Noble, MCC, My, Chichiel Av, kroft, Ohlolin, S., 100 W, Ruchiel	O. Williams, Francisco, Williams Fod. Lumina Pavillon, Write Ville Banch, N.
Singer, Lou, 217 W, 42d Pl., L. A., Singer, Troy, Ace of Clubs, Cleveland, O.	ville Beach, N. C. Williams, Kalsen, Ubangl, C.,
Sissle, Noble, MCA, N. Y. C. Smelin, S., 190 W. Ruchiel Av kroff, Ohio.	ville Beach, N. C. Williams, Kalser, Ubangi, C.; Williams, Norme, Sky Harbor, ville, N. C. Williams,
Smith. Chi.	Williams, ton, D. C. Willis, Hech, Kibby Club, Wilson, Teddy, MCA, Winebrenner, W. S.: Hanover, Pa. Wine-Cart, Frank,
Smith, Paul, Smith Liven	Wilson Teddy, MCA, Winebrenner, W. S.
tonio, Tex. Smith, Russel, Black Cat C.	Hanover, Pa. Wine-Car, Frank, ids. Mich.
Smith, Minus, Ligon, Smith, Ligon, Smith, Russel, Black Cai, C., Smith, Russel, Black Cai, C., Smith, Smith, Ones Chui, N. S. C. Smith, Smith, Ones Chui, N. S. C. Smith, Smith, Ones Chui, N. S. C. Smith, Smith, Ones Cai, Smith, Smith, Chui, Cai, C. Smith, Smith, Chui, C. Smith, Smith, Chui, C. Smith, Chui, C. Smith, C. Smith	ids, Mich. Whelmd, S. K., Paramonnt Studio, Winston, Jack, MCA, Dallas, Tex. Winton, Barney, Mon Paris C., 1 Wintz, Julie, Hudson River Day 30 W 422 St. M. Y. C. Wittstein, Eddle, Hamilton, ton, Berninday.
Tex. Suyth	Wintz, Julie, Hudson River Day
Ont. Snyder, Mel, Gibson, Ginchanti, Sonnisticates Lean & Eddic's, N. C.	
Soudenmire, Sterling, Anchorage C., Lak Wacenmaw, C.	Cal. Witistein, Eddle,
South, Eddle, S85 Club.	Wolke Charles Mayfair H. Boston,
San Anionio, Tex. Spann, B	Wolohan, Johnny, El Patto, B. R., S. Woods, Chuck, Alamo C., Sun Antor
Specht, Spector, Special,	Lake City, Utah, Woodworth, Julian,
Spirits o	Cedar Grove, N. J. Wylic, Auslin, MCA, Cleveland,
Spittalny, Spotts, ending. Pn.	Wilsieln, Eddle, ton, Bermuda, Wolfe, Rule, Paramount, T., L. A. Wolfe, Charles, Mavfatr H., Botton, Wolsham, Johnny, El Putto, E. Rollow, Woolwort, Fart, Sattair Resort, Lake City, With, Woolworth, Julian, Codar Grove, N., MCA, Cleveland, Wran, Wolly, KWOX, Jone, Ber Wundertlett, P., 1587 E, 19th St.
Si. Clair Jesters, Windsor, Canada. St. Grouge Geo.	Ţ
Spotts. cading. St. Clair Jeslers. Vindsor, Canada. St. George, Geo. Studie. Studie.	
Sta N Stafford, Josse, Sweets B., Oakland, Callf Stall, Mounty, Demyster's Grill, To	Paso. Young, S criting, Wilshire Bowl.
Stall, Minny, Deinysey's Grill, To Stanley, Julian, 2655 Winnemac Ave., Chl.	Paso. Young, Sterling, Wilshire Rowl. Young, Vic, Por. Studios, H'wood, Yuhasz, Johnny, 1/26 Dakota, Ave., Mich.
Stantor, Mauric, Club Minuer, Chienco. Stock, Cles, Chantleleer C., Milburn, Stocker Deter, NPC, NYC.	Z
Steilen Peter, NEC, N.Y.C. Stein, Mmirle, CBS, N. Y. C. Steiner, Max, adio Studio, Hullywood.	Zahler, Lee, Zarin, Mic N. Y. C.
Stofford, Josse, Roseds R. Ontlind, Callf Shill Migney, Denouser's Gill. To. 1811 Migney, Denouser's Gill. To. 1811 Migney, Denouser's Gill. To. 1811 Migney, Chicago, Migney, Chicago, Migney, Chicago, Migney, Chicago, Migney, Chicago, Migney, Chicago, Migney, Mi	N. Y. C. Zeeman, Phila, Pa.
Stern, Harold, C. R. A., 30 Rockefeller Plaza, N. Y. C.	Phila, Pa. Zwerling, Ruby, Loew's State, N. Y. Zwilling, Shiney, Skytop In, Skylon Zullo, Don, Sak's Cafe, Detroit, Mi Zutty, Three Deucer C., Chi,
Stevens, Burt, Cafe Trouville C., C.	Zutty, Three Deucer C., Chl.

	VARIETY	
i	Stevens, Ciub, Stewart, Ciub, Stewart, Store, Harold, WGN, Store, Leo, Hanlon's, Notice, Halbert, Company, Store, Rabb, c-e, Roy. 359 W. 46th.	1
	Stone, Leo, Hanlor's, N. Y. Stone, Ralph, ce. Roy Stone, Ralph, ce. Roy Stone, Winderbill H. Stunt, Nick, MCA, L. Stubet, Allen, Bedford Spriu ford Springs, Pe, Susa, Johnny, Camee BR., Sweelen, Chuide, KPIC, Syrelen, Chuide, Chuide, Syrelen, Chuide, Chuide, Syrelen, Chuide, Chuide, Syrelen, Chuide, Chuide, Syrelen, Chuide, Syrel	-
)	Stuart, Nick, MCA, L. Subet, Allen, Bedford Sprin ford Springs, Pa. Suss, Johnny, Cameo BR.	
	Sweelen, Chuide, Keitti, Sylvester, Bob, Cavaller gluin Beach, Va.	1
200	Tengarden, Ft.	
	Tellier, Ray, Taps, 1619 B'way, Y. C. Temple, Jimmy, Kentucky C., Y. C. Teppas, J. J., 533 Glenwood Ave., Buffalo. Terk, Al. Lincoln, H., Springfield, Ill.	
100	lantic City, N. J. Tinsley, Bob, Colosi	
	Tosca, Anthony, Greenwich, N. Y. C. Town, Floyd, Harry's C., Chi. Trace, Al, Sherman H., Chi.	1
	Tompkins, Tommy, N. Y. C. Yone, Anthony, Greenwich; N. Town, Flord, Harry's C., Chi, Trace, Al, Sherman H., Chi, T	
	ter, N. H.	
	Vallee, Rudy, W. 57lb St., N. Y. C. Van Cheef, Jh. 41 Paterson St., New Brunswick, N. J. Van Dusen, Jeronie, bany, N. Y.	200
	Van Horn, Wil ing- ton, Del. Van Love, H., Phila., Pa.	
	Vallee Rudy, W. 57th St., N. Y. C. Van Uleef, Ji. J. 41 Faterson St., New Brunswick, N. J. Van Duger, Van Hore, Van Hore, Van Hore, Van Hore, Van Loos, Van Code, Van Pool, Marchall, MCA, Dalias, Tex. Van Vogst, C. L., Oake Park, BR., Fect- land, Ore. Table Wood, File Vaughan, Harp, Villa Royale, Pittaburgh, Processer, American	
	Paragram, Versey, Arman, Velange, Emil, Velange, Emil, Venut, Joe, Tex. Vernon, Earle, Tantella, Gardens, Ich-	
100	Tex. Vernon, Earle, Tantella Gardens, ich-	
	Villa, Eddle, Dickens It., Phila., Pa. Visian Rob, 6211 Linwood Ave., Cleve- land, Vogel,	
		34
	Wagner, Sol. Via Lego C., Chl. Waddunu, lierman, MtJA, Chl. Walter, Frda, Phil. Ponce, 17 St. N. V. Warder, Ch. C., L. A. Walton, Kearney, Oma's Dome, L. Wardlaw, Jack, Jefferson, H., Culum S.C., Charles Wallon, Respectively.	
	Trating, Fied, Walder Stage	
	Warnov, Mark, Ols, N. Y. C. N. Warren, Arthu, H. Wood, F. Warren, Arthu, H. Wood, F. Wather, N. Wather, Sammy, Cleveland, O. Martin, S. Sammy, Cleveland, O. Martin, S. Sammy, Sully's Showboat, N. Y. C. Watters, Lou, 1907 194th Ac. Oakland, Webb, Chiek, ROC, N. Y. C. Watte, K. Webb, Wylfe, Plurme's, L. C. Webb, Wylfe, Plurme's, L. Conne, C. Bolle, Safe, Haven, Weeks, Anson, MCA, Chi. Weens, Ted. MCA, Chi. Weens, Ted	
k	Webb, Chick, ROC, N. Y. C. Webb, Wylle: Pierone's, L. Weaver, Eddle, Taft , Haven	
1	Weaver, Eddle, Tatt Conn. Weeks, Anson, MCA, Chl. Weeks, Anson, MCA, Chl. Weeks, Tod. MCA, Chl. Welks, Willie, Vogt's Tayern, home, Pa. Weln, Wall. Volta, V. Weils, Lou, C. Wells, Lou, C. Wells, V. Weils, Jos., 217 12th Ave., Milwaukee, Weeley, Jos., 217 12th Ave., Milwaukee	-
** **	vilet, N. Y. Welss, Lou, ridgeport Conn. Wells, roy	
đ.		h
)- :	Wetter, Jos. 617 cranton Pa. Wheaton, Jack, Casino Atlantic City. N.	i.
7 100	Whiden, Ed., 125, Dikeman . Wklyr Whiden, Ed., 125, Dikeman . Wklyr Whiden Jay, Baker H., Dallas, Tex. Whiteman, Paul, CRA, RCA Bldg. N. Z. C.	
i)	Adama, Mass. Westphal, Frank, Westphal, Frank, Westphal, Frank, Westphal, Frank, Westphal, Frank, Whestphal, Frank, Whestphal, Frank, Whestphal, Frank, Whestphal, Frank, White, Jack, All Stays C. White, Jack, Crash Jack, Williams, Jack, Crasha C. Williams, Sank, Jack, Crasha C. Williams, Jack, Clasha C.	
•	Williams, George, Little Hofbran, Cantor Williams, Francisco, Control Williams, Francisco, Francisco, Control Williams, Francisco, Kalery, Thomps, Paython, Wrightt Williams, Norms, Sky Haybor, Williams, Norms, Sky Haybor, Williams, Norms, Sky Haybor, Williams, Morth Wil	n 3-
1.	wille M. C.	
å.	Winebrenner, W. S.	
	Wine-Car, Frank, ids. Mich. Wineland, S. K., Paramount Studio.	1

Will-feller, Eddle, 11
Wolfe, Bulle, Paramount, T., L. A.
Wolfe, Choise, Marvint, H., Stotto,
Wolfe, Choise, Marvint, H., Stotto,
Woodwan, Johnson, Ed. Puller, R. L., S.
Woodwan, Santan, S.
Woodwar, Rat, Saltah, Resort, Salt
Lee City, Thuision,
Salt, S.
Saltah, S.
Saltah, S.
Saltah, S.
Wille, Audith, M.A., Clevelend,
Wray, Rully, KPOX, Lone, Be
Wray, Rully, KPOX, Lone, Be
Wille, Audith, S.
Saltah, S.
Sal

Ruby, Loew's State, N. Y. C. Shiney, Skytop In, Stylon, n. Sak's Cafe, Detroit, Micree Deuger C., Chi.

VARIETY	4-1-1-	-
Stevens, Stewens, Stewens, Stewens, Stewens, Stone, Stone, Leo, Handon's, N. Stone, Raiph, c-a Roy Stone, S	Club,	
Montreal, Stokes, Harold, WGN, Stone, Lee, Hanlon's,		
X. Y. Stone, Ralph, c-a Roy 350	W. 46th	
Strissoff, Vunderblit H.,		
Subet, Allen, Bedford Sprin	Bed N)I
Subst. Allen: Bedow Spiro ord Springs, Pa. Suss, Johnny, Cameo BR., Sweelen: Chuide. KFRC. Sylvester, Bob, Cayaller thin Beach, Va.	a	1
	4.	1
Т.	Ft. V	Ve
Teagarden. Warth, Tex. Teal., Roy.		or
Tellier, Ray, Taps, 1619 B way,	, Y. C.	
Teppas, J. J., 533 Glenwood Ave	Buffalo. la	
Teal, Roy. Tellier, Ray, Taps, 100 B way, Temple, Jinny, Stewarty Temple, Jinny, Stewarty Terk, Al. Lincoln, H. Springd Thompson, Dud, 2020 So. Mer Polla, Pa. Thompson, Dud, 2020 So. Mer Polla, Pa. Tinaley, Bob, Colost Tompkins, Tommy, N. St. C. Town, Flowd, Harry's C., Chi, Trace, Al. Sherman H. Chi, Trace, Ank, Datch Mill, Male, Tracy, Jack, Dutch Mill, Male, Tracy, Taywris,	illeld St., a	ir
Thompson's Virginians,	At- U	n
Tompkins, Tounmy,	" fo	01
Tosca, Anthony, Greenwich	1	1
Town, Floyd, Harry's C., Chi. Trace, Al, Sherman H., Chi.	h F	'n
Trace, Al. Sherman H.; Cul- fracy, Jack, Dutch Mill, Yale Visc. Travers, Travers, Turcotle, er, N. H.	F	а
Trever, Tucker		
Turcotle, er, N. H.	P	
THE AMERICAN AND A STREET		01
Vallee, Rudy, W. 57lh St., Van Uleef, J. 4l Paterson Van Dugen, J. 5d. Van Dugen, Jerome, any, N. 4. Van Hors, Van Love, Phila, Pa. Marshali, MCA, Dall Van Vonst, C. L. Oake Park, I and, Ore, Varson, Edw Varson, Edw	N. Y. C. St., New d	la
Brunswick, N. J. Van Dusen, Jerome,	J	u
Van Horn, on, Del.	Wil ing n	e
Van Love, bila., Pa.	н.,	į
Van Pool, Marshall, MCA, Dall Van Vonst, C. L., Oaks Park, I	sit. Port. h	
Varzos, Edw Hwood, Fla.	F	'n
Versey, Arman, Velango, Emil. Velan, Esther, Venult Joe.	ittaburgh, c	ιa
Velango, Emil, C,	l n	n
Veins, Esther, N. Venuti, Joe, F.	t. Worth,	
Vernon, Earle, Tantella Garde	ns, ich h	W
Venuit, Joe, "Vernon, Earle, Taniella Gardenond, Va. Vickner, Eddie, Warwick H. Victor, James 19., 622 Flith Av Villa, Eddie, Dickens R. Phila Visian Rob, 6211 Linwood Av and, Vogel,	e., N.Y.C. V	W
Visian Rob, 6211 Linwood Av	e., Cleve-	
144		a
Wagner, Sol. Via Lago C., Chi. Waldmun, Herman, MCA, Chi. Waller, Fats, Phil Ponce, 1' St., N. Y. C.	Ĩ	PI
Waldman, Herman, MCA, Chl. Waller, Fats, Phil Ponce, 17	40th	
Walsh, Jim, MCA, L. A. Walsh, Jim, MCA, L. A.	1	L
Waller, Paus, Fall Ponce, J. S., N. Y. C. Wallen, J. M. MCA, L. A. Wallon, Kearney, Omar's Dom Wardlaw, Jack, Jefferson, H., C. Warling, Fred, WMCA Bldg.	Colum	w
	. 4	٠.,
Warren, Arthur, H wood, R., Watkins, Ralph, Marden's Rivis	ra,	vi or
Watting Commy		
Cleveland, O. Watson, Jimmy, Sully's Showbo Watts, Kenny, Dickle Wells', C. Watters, Lou, 1907-194th Av Webb, Chick, ROC, N. Y. C. Webb, Wylle: Pirrone's, L.	N. Y. C.	н
Watters, Lou, 1907 104th Av	Oakland.	

1176

Here and There

(Continued from page 39) C networks from San Francisco several years, is now managing local circulating library.

Oon Thompson, in charge of spe-l events broadcasts for the NBC estern Division, is the Fox Moviee News gridcaster for San Franbay region games this season

Opening of the San Francisco-Oak-d Bay Bridge Nov. 12 will be ed by several local transmitters. 3C and KFRC will utilize mobile its, airplanes and other facilities

Lois Hampton, dramatic actress, s joined the staff of KFRC, San ancisco. She appears on 'Féminine ncies' and other programs.

Russell, KFRC and iver Jones, NBC basso, sing sup-rting roles in the opening per-mance of the San Francisco-tera Company's annual season Fri-y, night (30). The opera "La ive." NBC will air the entire cond act over a nationwide Blue-twork:

Isabel Lagergren takes over job of nalling tickets at CBS in place of th Betz who resigned to marry ed Weber, g.m. of Mutual Broad-sting, Rest of the erstwhile Betz tites istributed around various embers of the press staff.

Al Becker and Shirley Wayne are indling publicity now for WOWO-GL, Westinghouse outlets in Ft. ayne.

Helen Marshall spotted on Amerin Radiator over NBC for 13-week ed. She started Sunday (25). aced by Columbia concerts.

New faces at WNOX, Knoxville: arry Trexter, formerly with ATL, and Ed Turner, formerly ith the Iowa Broadcasting System.

Gertrude Neisen will guest for Ir-S. Cobb's Oldsmobile program WABC Nov. 7.

Charles Ruggles does 'The Queen's usband' in guest capacity for Walor O'Keete's show from Hollywood ov. 3. Radio script prepared by gden Nash from Robert Sherwood and Sand attempt in Nov. 3. Radio script preparation of the Nov. 3

Hammerstein Music Hall program on Nov. 3 over WABC will have Abby Mitchell, Negro singer from Porgy and Bess', Jack Norworth and Josephine Sable.

Ray Suber maha for KFAB-KFOR announci staff in Lincoln.

M. A. Sparky Hernell, of WGST, Atlanta, engineering staff, has re-signed to become associated with the research uercan Airways. search department of Pan-Ameri-

Work on WGST, Atlanta, new transmitter, blueprinted to cost \$42,000, will start shortly. Following ing completion of transmitter, station will hike power from I kw. 5.

Myron Elges has joined the sales staff of Transamerican Broadcasting and Television Corp. Formerly with New York dailies and account execution with Bermingham, Castleman & Pierce agency.

Tilford Jones, managing director brought Billy Mills orchestra to Houston for dedication of KTRH's new studios.

John C. Bailey, remote announcer and engineer on WLW-WSAI, Cin-cinnati, since 1933, has joined tech-nical department of CBS in New York.

Helen Nugent, of Crosley staff, remai ing in Cincinnati ing occasional spots on WEW.

Jean Nielson, ex legit, has re-joined the dramatic staff of WLW, Cincinnati. Her husband, Charlie Seel, is in same department.

upon his return to L. B. Wi tio prez.

Pearl Haemer to New York, after winding up 'Homemakers Scrap-book' series at WICC, Bridgeport.

Roger White, N. Y. program-builder, confined to his home for 10 days now with a possible fracture of the knee. Alton Alexander car-rying on in his absence.

Helen and the Three Omaha singing crew and managed by Orville Renne, signed last week by CBS for WBBM, Chi-

Herman Timberg, Sr., and Pat Rooney, 2d, on Kate Smith's Oct. 29 broadcast for A. & P. coffee.

'Pals of the Prairie' from KNAX, Yankton, have joined WHO's 'Sheriff and His Deputies' unit for the Iowa Barn Dance Frolic.

Asher and Little Jimmy has daily 15-minute commercial of WHO, Des-Moines, for rug Trade Products Co.

Al Goodman steps into Lucky Strike's Hit Parade on CBS for the third time Nov. 7.

Landt Trie and White celebrated ighth iversary in radio Monday eighth (26).

Romelle Fay, lately with WBBM and WIS, Chicago, now organist at KMA, Shenandoah.

Daily radio column has started by Philadelphia Evening Ledger. Now only daily one in city. Done by George Opp, without by-

Walt Lochman, sports announcer, at W9XBY, Kansas City, tled with Roger Baker of WGR, Buffalo, for the Walter R. Barry prize. An award of \$300 will be made to both.

Lady Aster of England, principal speaker from Virginia tate Capitol last week, carried over WRVA, Richmond.

TORONTO AUTO SHOW

Leshay and Manya, dancers, are set for the Canadian National Motor which opens in Toronto Also in the show are eight Frances

Alli Girls and Alevene Johnson. Mu-sic Management of Toronto booked.

Val Winter at Tulane U.

New Optleans, Oct. 27.
Val Winter, former stock player, will direct dramatics at Tulane University for the 1836-27 season, it was announced Friday (23) by iversity authorities.
Winter has played in stock. In recent years he has been connected with the Little Theatre here.

Milan Season Starts

Millan, Oct. 16.
Millan, Oct. 16.
Offici theatrical season is to be
opened in Milan Oct. 28 with G. Antona-Traversi's 'Carita' Mondana' put
on by the Milan Theatre Co.
Directed by Renato Simoni.

Irving Berlin has placed six songs in 'On the Avenue'. 20th-Fox. Numbers are: 'This Year's Kisses,' 'You're Laughing at Me,' 'The Girf on the Police Gazette,' 'He 'Ain't Got Rhythm'. 'The Got My Love to Keep Me. Warm' and 'Slummi on Park Avenue'.

Independent Burlesque

Song'-Gayety, 'H1-Flyers'—Ri 'Hindu Belles,' -Open. "Hindu Belles, — Open.
"Benuly Phrade — Gayett, Buffalo,
"Benuly Phrade — Gayett, Buffalo,
"Tone, "Buffello, "Harrisburgh, Webl.,
"Tone, Buffello, "Harrisburgh, Web.,
"Hillinsport, Skit, "Hindelphia,
"Hillinsport, Skit, "Free, Philadelphia,
"Speed and "Lie — Hudson, Uslou
City," Hot, for, Waterbury, "Waterbury," Waterbury, "Hot for, "Waterbury," "Hot for, "Waterbury," "Hot, for, "Waterbury," "Hot for, "Wat

Seel, is in same department.

Blackwell and stra, playing in General Brock hotel, Ni-agara Falls, Canada, is airing over station CKTB, St. Catheri Station CKTB, St. Catheri Moneymoon of Art illette, engineer of WCKY, incinnati, extended two days when he and his bride were marooned by rain in mountains of North Carolina, he reported

A STANGARD STANGERS

in

OBITUARIES

LOUIS HARRISON

LOUIS HARRISON

Louis Harrison, 70, dramatic and musical comedy actor, died at the Medical Arts sanitarium, New York, Oct. 23, of heart trouble. In his day he was a favorite in musical comedy. His last appearance was with the late Marilyn Miller in 'Sunny'.

He got his theatrical training at he Arch Street theatre, Philadelphia, as a member of Mrs. John Drew's company, and rounded out this with John McCullough. He next joined the Henry Ett Dixey to. and then, with his sister Alice, toured in 'Fun a Phetograph Gallery', which was succeeded by 'Skipped by the Light of the Moon, a farcical play that enjoyed unusual popularity for several reasons. He was comedian of the Lilliam Russell company for a time and also in support of Fritzi Scheff.

For a number of years he appeared in várious musicals under George Lederer, and became a Broadway favorite.

A brother, Sam Harrison, survives.

faverite.

A brother, Sam Harrison, survives

ANNE CALDWELL

ANNE CALDWELL

Anne Caldwell, 60, playwright and lyriest, died in Beverly Hills, Cal., Oct. 22, after a brief illness. She had been writing, since 1906, having done book and lyric on many of the Montgomery and Stone shows for C. B. Dillingham, including 'Chin-Chin,' Three Cheers,' Over the Toy and 'Good Morning, Dearie.' She also wrote the first 'Potash and Perlmutter' show.

She was taken to the Coast in 1929 william Le Baron as script doctor and lyricist for RKO. Last script on which she shared credit was 'Flying Down to Rio,' for Radio.

At her bedside when she died were Pat O'Day, her son, and Molly O'Day (not the actress), a daughter.

PAUL LANGHEINRICH, SR.

PAUL LANGHEINRICH, SE.
Paul Langheinrich, Sr., 74, known in musical and theatrical circles in Wisconsin and owner of the Burleigh theatre in Milwaukee, Oct. 21.
One of the last surviving members of the old school of band and orchestra leaders, he for many years conducted orchestra and bands in the city parks and at the old Standard theatre. He was formerly treasurer of the Milwaukee Musicians' association and president of the Motion Picture Exhibitors association of Wisconsin.

Surviving are two sons, Paul, Jr., and George, both theatre operators.

LAWRENCE G. COLLISTER

LAWRENCE G. COLLISTER.
Lawrence G. (Larry) Collister, 43, northeastern Ohio amusement park executive and concessions operator, died suddenly from a heart attack at his Parma, O., home, Oct. 19.
At the time of his death he was president of Chippewa Lake Playland, Inc., near Medina; a director of Meyers Lake Park Co., Canton president of the Thrill Devices Inc., Taylor System, Inc., Park Play, Inc., and Ohio Association of Amusement parks.
His mother, and three sisters survive.

WILLIAM HECKLER

WILLIAM HECKLER
William Heckler, 65, oldest and best known flea circus showman, died at his home in Brooklyn, Oct. 25, following a long siege of heart trouble. He got into show business ith his circus at the St. Louis exposition and since then has been continuously showing. For a long time he was the star attraction at Hubert's museum, on West 22nd St. but more recently has been showing at Sportland, a game parlor at the upper of Times Sq., owned by the museum operators.

the museum operators.

His widow, five sons and a daughter survive.

MARJORIE POTTS MARQUIS

Mrs. Marjorie Potts Marcquis, 44,
former actress, died i New York.
Oct. 25, after an illness of several
weeks. Before her marriage to Don
Marquis, the columnist, she had
played with the Theatre Guild in
Shaw's The Apple Cart' and O'Neill's
'Ah Wilderness!'
In addition to

In addition to her husband she is survived by children of her former marriage to Walter Vonne-

Broadway theatre.

1901. Survived by a wife, ter and brother.

MRS, LUCIA HAYS COULTER
Mrs, Lucia Hays Coulter, 73, known
to stars and extras at Metro for
the past 17 years as 'Mother,' died
Oct. 24 in Los Angeles after a brief

nness.

As head of MG wardrobe department she was adviser to young players and helped tide them over the lean days.

JULES A. SCHWARTZ

JULES A. SCHWARTZ

Jules A. Schwartz, 52, northeastern
Ohio theatre operator, co-owner and
manager of three Lake county theaftes, died at Lake County hospital,
Painesville, O., Oct. 21, from injuries
received several hours earlier in a
fall at his home,

is widow, urvive.

FREDERICK P.
Frederick P. Ott, 78, died in West
Orange, N. J., Oct. 24.
He was 'the first person to be
photographed in the motion picture
experiments of Thomas A. Edison.
He was a member of Edison's scientific staff and not an actor.

MRS. C. R. ROBERTS

Mrs. C. R. Roberts, 48, was killed
in a train-auto accident near Terrell,
Texas, last week. She was connected
with a carnival playing there.

Jeffrey B. Portie, father of Robert L. Portle, manager of the Poli Elm house, Worcester, Mass, died there Oct. 21.

Mother Richard Macauley screen writer, died Oct. 22 in Oak Park, Ill. He was planing to her bedside from Hollywood when she

Wife of W. N. Youngclaus di in an Omaha hospital two weeks ago fol-lowing an emergency operation.

Mother, 65, of Gertrude Lawrence died at her London home, Oct. 17, after a brief illness.

Mother of Landon Laird, K. C. Star pic critic, ied in Kansas City

Incorporations

NEW YORK

NEW YORK Albany.

Two Hundred Were Chosen, Inc., Manhattan: motion picture business; capital
stock. 200 hares, no gradient portions;
Hurold J. Sherman, a [13]
Froadway, New York City; Alexander
Cooper, 335 South Fifth street, Brooklyn,
Martin Harris. 146 East 56th street,
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poraziores: Harvin, Productiva de la consensa del consensa del consensa de la consensa del la consensa de la co

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Row Park Valle, Inc., March Schwarz, 102. Fox street.

Ammenema Forkway, Inc., 102. Fox street.

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Ammenema Forkway, Inc., 102. Fox street.

Schwitz, 11. 60. 274 Madison avenue.

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Gahby Lyons Hideor, Frank Ciths, Inc., Manhattan; promotion of sporter; capital protections. Gabby Lyons, 48 East Street.

Manhattan; promotion of sporter; capital street. New. York City; Joseph Pokart, 102. Statement, 228 Essat Sattement, and Designations.

King Clumere, Inc., Los Angele, California; molion picture lims, etc.

Statement, and Designations.

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Swaw York City; Desondway, L. Hyan, vice, president. Filed by U., S. Corporation, 102. Inc., 103. Marcus, 103. Marcus,

Christy Picture, Inc., New York, changed to Christic Pictures, Inc., New York, changed to Christic Pictures, Inc. Fliedby Albany, Service Co. 277 Broadway, New York City, issolutions.

Molestic line Distribution Costs New

RICHARD B. MAYS

Richard Mays, 70, ied at is home in Denver, followi illness of a year.

He was an usher at the opening of the Tabor Grand opera house when it first opened, and later was treasurer. Later he was manager of the Tabor Walters, Tabor

Rose Is Fickle

Dallas, Oct. 27. Dallas, Oct. 27.
When Billy Rose was asked about reported dicker for tour rights on 'Cavalcade,' he quipped: 'Only thing I would tour out of Dallas fair is the lighted esplanade.'

tour out of Dallas fair is the lighted esplanade.' Next day, however, cast lure toward Cori , apple dancer on Dallas midway, to succeed. Sally Rand in event Casa Manana extended to

KEN MAYNARD'S JOB

To Become Concert Headliner on Cole- eatiy Circus.

nen Maynard, western flicker name, has been signatured to appear with the Cole Bros. circus the 1937 season. Maynard icago, Oct. 27. western flicker 1937 season.

Maynard will likely do the cert portion of the show.

News From Dailies

(Continued from page 61)

(Continued from page 61)
'Mme. Bovary,' by Gaston Baty. On.
ice until next season.
Le Roy (Stuff) Smith, Negro band
leader, suing William Toplan, owner
of the Silver Grill, Buffalo, for
\$180,000, for false arrest. Onyx club
also asks \$2,500 for loss of Smith's
services.
American Choral and Festival Alliance, of Boston, offers \$500 for the
best choral drama. Must be 'calculated. to set a 'vogue.' Deadline
April 1.
Estate of the late Thomas Meighan,
at New Port Richey, Fla., built, during the boom and costing around
\$270,000, sold to Irving R. Allen, of
Chicago. Deed indicates a \$30,000
payment.

Coast

Beverly Hills American Legion Post will build memorial to Will Rogers.

Rogers.
Suit for divorce filed in LA. against Dave Allen, former, head of Central Casting. Property settlement has been made out of court, Gifford Cochran, New York theatrical producer, stated on arrival in Hollywood that he intends to spend rest of his life trying to get American citizens out of Faecist jails. Cochran spoke at anti-Nazi meeting in Shrine Auditorium.

in Shrine Auditorium.

Contracts of Beverly Arnett, 18, and Anabelle Short, 5, with Metro were approved by L.A. court.

Mrs. Grace Jones, former vaude-villian, fined \$10 in L.A. for drunk-enness.

enness.

Notices of intention to wed were filed in L.A.: by Nina Crocker, screen actress, and Jack Pickarts, studio technician; Boris Petroff, producer, and Jane Hauptmann, non pro; and Success of the Carol, former screen actress, see Carol, tormer screen actress, writer.

hled in L.A. by Nina Crocker, screen actress, and Jack Pickarts, studio technician; Boris Petroff, producer, and Jane Hauptmann, non pro; and Sue Carol, former: screen actress, with the property of the prop

Fair Bookers in Clover This Season; Barnes Show Cuts Winter Nut in L. A.

CARNEY WORKER KILLED

R. Roberts Dead and Her Husband Hurt

Galveston, Oct. 27.

Mrs. Roberts, 48, was killed and her husband, C. R. Roberts, was seriously injured when their automobile was struck by a train at Terrell, Texas, where the carnival with which were connected as playing.

Their home was at Lake Worth, near Fort Worth. Mrs. Roberts is survived by a sister. Mrs. Lula Smith of Port Arthur, Texas.

DALLAS WEIGHS DATA ON '37 REVIVAL

Dallas Centennial heads have until Saturday (31) to decide on carry-over of fair i '37 but through today (27) had given no official indication of what action will be.

Options on city park property occupied by fair and sites leased from private contractors expire end of week. Exhi itors also are promised legal notice by same date on intentions. Delay said to rest on inability of auto manufacturers, biggest space holders, to decide advisability of return. Without such support expo would hesitate to attempt revival it is said.

Despite bad weather, rain and low temperature, three days of last week, attendance continued relatively good. Through week ending Saturday. (24) gate, clocked 303,794: bringing season's aggregate to 5,268,228.

After faked bank holdup staged on grounds by police department drew big crowd, fair special events department has arranged comparable stunt using fire laddies as actors. Hook and ladder boys will run through routine Wednesday (28) calling for high jumps and rescue of stranded pretties from burning house.

Showman's League of America.

stranded pretties from burning house.

Showman's League of America sponsors midnight show Friday (30) for cemetery fund. Most of talent on Midway will be merged for benefit staged at Streets of Paris, Arranging affair are Bill Collins, Paul Bachelor. Joe Rogers, Johnny McMahon, Lew Dufour, J. Ed Erown, A. L. Vollman and Dick Owen.

Partial Reversion

Omaha, Oct. 27.

Omaha, Oct. 27.

Annual Aksarben exposition, which in recer? years has been k: own as horse and stock show, resumes some of its early aspects with renewal of the street parades for which the organization has been famous in the past. This time Ak presenting parades Wedneday and Thursday mornings i contrast to the old practice of one evening parade. Show opened Sunday (25) and runs through Saturday with Canadian Royal Mounties exhibition as the drawing card. Sponsored by Ak and the Union Stock Yards Company the show is the midwest's finest exhibit of its kind and the world's largest 4-H baby beef exhibit.

ALL TO THE GOOD

Easton, Pa., October 27.
Reports of fairs i part of the State, now being made public, show that practically all fairs made money, some for the first time in years.

years.
Allentown more than
300,000 paid admissions. Lehighton
will declare dividend for first time
in several years and Flemington
made some money.

BETTING HELPED

ELTTING HELPED
Lincoln, ton the
boom here this year the State Fair
board announces that the show is
in the black, \$20,178 for the 1936
stretch.
More than \$15,000 of the profit
came from the mutuels.

By BILL RICE No question but the fair booking

No question but the lair booking agencies have done more this year and at better. rices for the past seven years and, best all, have collected at least 90%. George Hamid is up 50%. Barnes Corruthers 35%. Brni Young 35%. Therle-Duffield 50%, and all the small bookers report big increases. Barnes circus wintering at Baldwin Park, Calift, has some tremendous rents to the studies for the witer, thanks to Sylvester Croni, the manager. This is one circus that does not have to go in the red for winter quarters.

A few years back the ingling-Barnum Circus had to pass up Buffalo on account of rain. Arthur Hopper, then GA for the John Robinson Circus, silbped in and billed Buffalo on Jaccount of rain. Arthur Hopper, then GA for the John Robinson Circus, silbped in and billed Buffalo for 10 days later. The big show immediately rebilled Buffalo and covered everything available with Wait for the Big Show! Hopper then redated all his paper with Why Wait, 18 May Rain Again, and turned them away.

Recently a well known carnival manager dropped in the post office to buy a money order and for no reason at a lack for his mail. Clerk takes a look and sai 'Here's one for your wife.' He opened it up and found it was a bank statement for this season, stowing a balance of cover \$2,000 Was he surprised! Was he hot and bothered?

Reyal American Shows have had the biggest season in their history. Chalked up several one day grosses of over \$20,000 and will do way over a million gross on the season. This show carries its own light plant that generates over 1,000 km. Season. This show carries its own light plant that generates over 1,000 km. Season. This show carries its own light plant that generates over 1,000 km. Season and a date to see him at 1 p. m. regarding taking a picture unit with my wild west show to the Orient. I sat there for three hours while the big shots, male and female, walked in and left me sliding on the bench. Simally got in and 'transacted the business. Ctricalled off as day before we were to sail for Tokio they had t

All-Profit Week

Chicago, Oct.

Chicago, Oct.
Independent rodeo running from
Oct. 16 to Nov. 1 at and by the Chicago Stadium grossed approximately
\$70,000 for its first week. This means
considerable profit in store for the
area on its two-week roping and
steer-tossing convention, since the
'OG will cover the approximate cost
of running the rodeo for the fortnight.

of running on might.

Booked through the local Barnes

& Carruthers agency, the rodeo has been building steadily on its schedule of nine performances weekly.

Rubin & Cherry End?

Spartanburg, 27.
Rubi & Cherry ended
11,000 miles—14 states Canada
t r in South Carolina, closing dates
being at Spartanburg and Greenville,
disbanding, with some soing to
Montgomery, Ala, and others to Atlanta, Ga, for winter layover. Mgrs,
reported '36 season best since 1929,
Outfit booked many large midways as a combine with Model
Shows, and required several trainloads to move.

THE BIGGEST SAMUEL GOLDWYN PRODUCTION TO DATE MERITS THE BIGGEST National Newspaper Campaign to Date!



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